

# Panacea Adviser



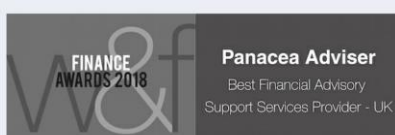
## Partner Newsletter – July 2019

*What's been happening, what's coming up, site stats and everything else Panacea related...*

### Monthly Newsletter

**“It takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions.”**

**Steve Jobs**



# June 2019 Matters

## Events

Although we are heading into the summer season where events slow down, if you have any planned for the next few months or have any webinars planned don't forget to let James know to add them to the Events table on the site as it is frequently one of the most viewed areas of the site.

## Data

As you know when we send out solus mails on your behalf we provide you with the details of all the individuals that clicked on on these. These are useful for your own follow up email marketing campaigns and also to justify the marketing activity undertaken. However please don't forget that these can also prove to be really useful leads for your telephony teams. We had a conversation this week with an Internal Business Development Director who worked for a partner and they were not aware that we did that but said it would be valuable data to them!

If it would be useful for you, one of the Panacea team would also be happy to come in and speak to your telephony team contacts... Just let us know!

## Solus of the Month

Congratulations to NS&I who won our 'most opened solus of the month' award with their mailing [NS&I launches new online service for financial advice firms](#)

## Partner Article of the Month

Congratulations to Aegon who won our 'most clicked article of the month' award with [Defined Benefit Hub](#)

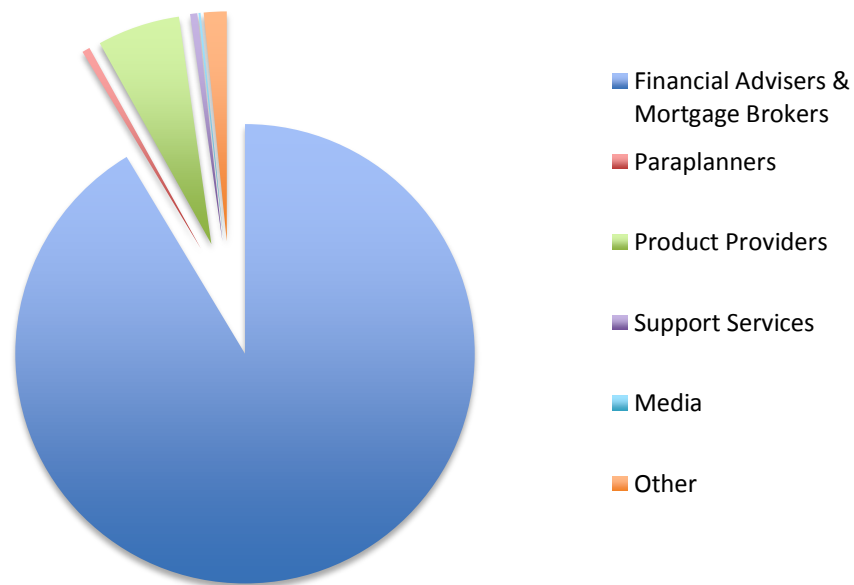
## Thank you's and renewals

This month we would like to thank Aberdeen Standard, FundsNetwork and Baillie Gifford for renewing their partnership for another year and their continued support. We look forward to working with you all over the next 12 months.

**Derek Bradley, CEO**  
Panacea Adviser

## Bento bulletin recipients

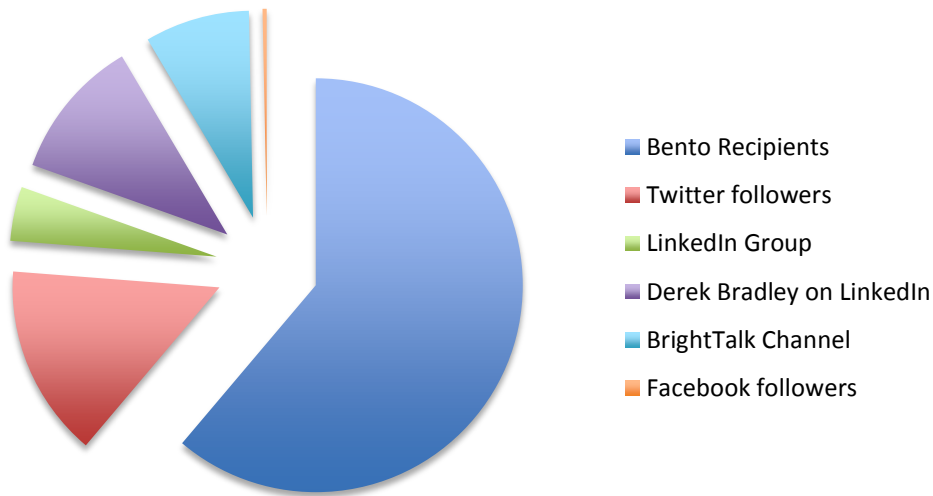
The Bento bulletin recipients are broken down as follows as at end of June 2019.



Type	Amount
Financial Advisers	22,520
Paraplanners	72
Product Providers	607
Support Services	89
Media	21
Other	236
<b>TOTAL</b>	<b>23,543</b>

# Panacea community

The total community is broken down as follows as at end June 2019.



Communication	Amount
Bento recipients	23,543
Twitter	3,806
LinkedIn Group	1,040
Derek Bradley LinkedIn	3,147
BrightTalk Channel	2,144
Facebook	80
<b>Total</b>	<b>33,760</b>

Uniquely, we also communicate and post our Bento Bulletin to members of 42 LinkedIn groups with an outreach of c.500,000

# Site Stats – May 2019

Overall Visits



3,468

Pages Viewed



6,066

Unique Visits



2,742

Mobile & Tablet usage



17%

## Top Ten Most Viewed Pages

[Home](#)

[News & Views](#)

[Events](#)

[Tools and resources](#)

[About us](#)

[Learning and development](#)

[Article - feel brave enough fca](#)

[Article - probate fees false alarm unmarried couples represent the biggest life cover setup risk](#)

[Article - the increase in the fos limit is the tipping point](#)

[CPD Library](#)

## Bento bulletin stats

The most opened Bento was 3<sup>rd</sup> June with 3,287 opens (13.09% OR)  
The most clicked Bento was 7<sup>th</sup> June with 219 clicks (7% CTR)

Issue No	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR %
1042	Jun 3, 2019	25,118	3287	13.09	130	4.0
1043	Jun 4, 2019	25,078	3214	12.82	85	2.6
1044	Jun 7, 2019	24,016	3115	12.97	219	7.0
1045	Jun 10, 2019	23,744	3013	12.69	112	3.7
1046	Jun 12, 2019	23,324	3123	13.39	111	3.6
1047	Jun 14, 2019	23,198	3228	13.91	178	5.5
1048	Jun 17, 2019	23,479	2806	11.95	77	2.7
1049	Jun 19, 2019	23,401	2876	12.29	218	7.6
1050	Jun 21, 2019	23,290	2700	11.59	155	5.7
1051	Jun 25, 2019	23,251	2732	11.75	78	2.9
1052	Jun 26, 2019	23,260	2713	11.66	106	3.9
1053	Jun 28, 2019	23,531	2594	11.02	112	4.3
<b>Total</b>		<b>284,690</b>	<b>35,401</b>	<b>12.43</b>	<b>1,581</b>	<b>4.47</b>

Note: Open rates are minimum rates as if they are viewed in the preview panel of an email system, this is not counted as an official 'open'. We also don't count any reads via Twitter or LinkedIn within this.

## Top ten news stories

Issue	News story
1047	<a href="#">2020 Conundrum. Trust registration</a>
1044	<a href="#">The FOS ate my hamster!</a>
1050	<a href="#">Defined benefit hub</a>
1049	<a href="#">Talk to someone about themselves and they'll listen for hours</a>
1046	<a href="#">Guide to Marketing for Small and Medium Adviser Firms</a>
1053	<a href="#">A nice little earner.</a>
1050	<a href="#">Defaqto: Platforms see increased volume of business despite dropping satisfaction levels</a>
1052	<a href="#">Getting yourself noticed</a>
1049	<a href="#">Old Mutual Wealth: Turning advice challenges into opportunities</a>
1045	<a href="http://www.panaceaadviser.com/ifamarketing">http://www.panaceaadviser.com/ifamarketing</a>

## Top ten partner stories

Issue	Partner	Article	% Of Clicks
1050	Aegon	<a href="#">Defined benefit hub</a>	10%
1050	Defaqto	<a href="#">Defaqto: Platforms see increased volume of business despite dropping satisfaction levels</a>	7%
1049	Old Mutual Wealth	<a href="#">Old Mutual Wealth: Turning advice challenges into opportunities</a>	6%
1051	MyDocSafe	<a href="#">MyDocSafe: Your front-office software suite</a>	4%
1043	Baillie Gifford	<a href="#">The Baillie Gifford Managed Fund – Solving the Investment Puzzle</a>	3%
1043	FundsNetwork	<a href="#">FundsNetwork: How are advisers reacting to the changing platform market?</a>	3%
1044	Royal London	<a href="#">Royal London: Reaching age 75: our top five frequently asked questions</a>	3%
1042	Defaqto	<a href="#">Defaqto: The benefits to advisers and their clients of using risk bound fund families (30 minutes)</a>	3%
1046	Prudential	<a href="#">Prudential CPD compilation – Bond Taxation</a>	3%
1044	FundsNetwork	<a href="#">FundsNetwork: Are there any signs that advisers think the platform market is going to settle down?</a>	2%



# What's coming soon...

## **Panacea Partners site**

We are in the process of making some developments to the Partner site which will include a hub of useful marketing information and resources. More information will be released as this is developed.

## **Search engine optimisation**

We are currently working on ways to improve search engine visibility and increase visits to the site.

## Contact us!



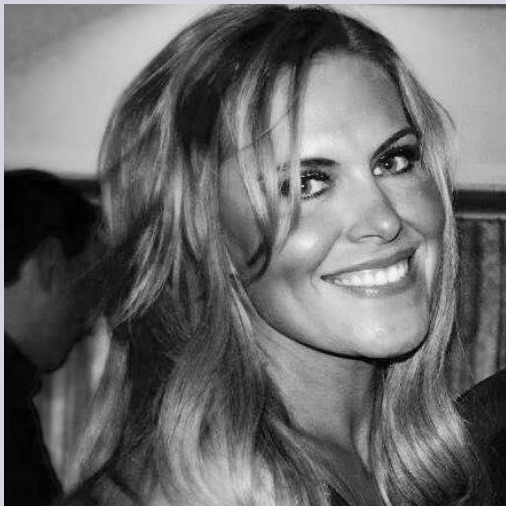
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