

Panacea Adviser



Partner Newsletter – October 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



September 2019 Matters

CPD Bento Bulletins

In September we ran two dedicated Bento bulletins to promote the CPD content in the Panacea CPD Library. Both issues received a great response from the community and we would like to continue running these and making more of the CPD content we have on the site.

Please provide Sarah with any CPD content to add to the [Panacea CPD Library](#) and James will ensure more CPD bulletins get pushed out, making more of the CPD related content that you produce.

Events

The events area continues to be one of the most viewed areas of the site. We also frequently see clicks from the 'forthcoming events' section of the Bento bulletins. As we go into Q4 please let James know of all the events you have running, both live and online and he will make sure these are added to the site and forthcoming Bentos to ensure your coverage is maximised.

Social Media Guide

In September we launched our Social Media guide for Financial Advisers. The guide has been really well received so far! [To download the guide please click here.](#)

Solus of the Month

Congratulations to Invesco who won our 'most opened solus of the month' award with their mailing '[You are invited to the Invesco 2019 Investment Intelligence Seminars - 80 mins structured CPD](#)'.

Partner Article of the Month

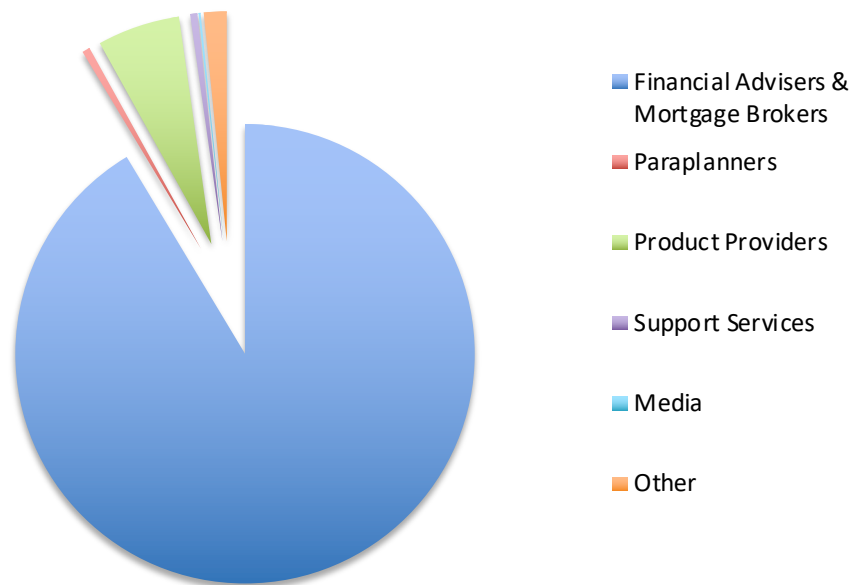
Congratulations to Rathbones who won our 'most clicked article of the month' award with '[The Value of DFM](#)'.

Thank you's and renewals

This month we would like to welcome Nucleus to the stable of Panacea partners. We look forward to working with you over the coming months.

Bento bulletin recipients

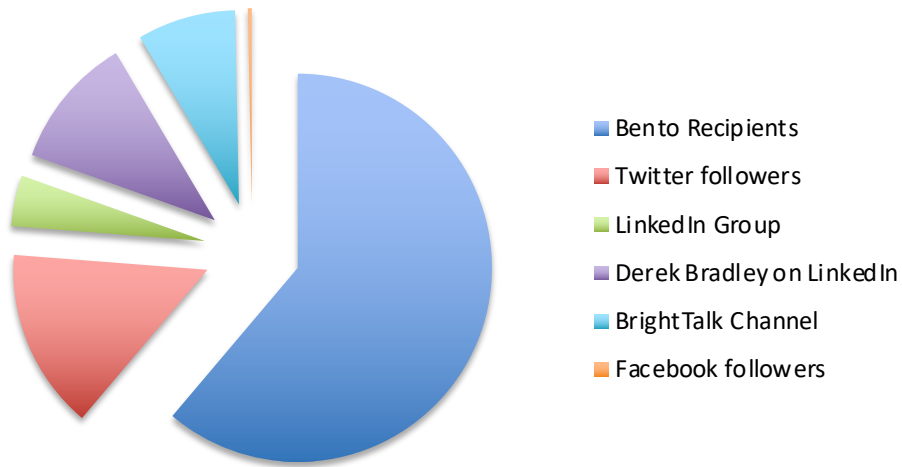
The Bento bulletin recipients are broken down as follows as at end of September 2019.



Type	Amount
Financial Advisers	19,046
Paraplanners	70
Product Providers	540
Support Services	87
Media	21
Other	236
TOTAL	20,360

Panacea community

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



Communication	Amount
Bento recipients	20,360
Twitter	3,806
LinkedIn Group	1,038
Derek Bradley LinkedIn	3,200
BrightTalk Channel	2,185
Facebook	80
Total	30,669

Site Stats – September 2019

Overall Visits



3,506

Pages Viewed



5,670

Unique Visits



2,880

Mobile & Tablet usage



18%

Top Ten Most Viewed Pages

[Home](#)

[News & Views](#)

[About us](#)

[Events](#)

[Learning and development](#)

[Baillie Gifford Articles](#)

[Tools and resources](#)

[CPD Library](#)

[Social Media Guide](#)

[The Heath Report 3](#)

Bento bulletin stats

The most opened Bento was 13 Sept with 3,110 opens (15.24% OR)
The most clicked Bento was 13 Sept with 346 clicks (11.1% CTR)

Issue No	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR %
1074	Sep 2, 2019	20,872	2789	13.36	166	6.0
1075	Sep 4, 2019	20,579	2507	12.18	119	4.7
1076	Sep 6, 2019	20,875	2917	13.97	114	3.9
1077	Sep 10, 2019	20,636	2603	12.61	119	4.6
1078	Sep 12, 2019	20,493	2315	11.30	113	4.9
1079	Sep 13, 2019	20,410	3110	15.24	346	11.1
1080	Sep 17, 2019	20,523	2596	12.65	168	6.5
1081	Sep 18, 2019	20,247	2674	13.21	119	4.5
1082	Sep 20, 2019	20,460	2351	11.49	100	4.3
1083	Sep 25, 2019	20,397	2747	13.47	181	6.6
1084	Sep 27, 2019	20,389	2747	13.47	153	5.6
1085	Sep 30, 2019	20,079	2576	12.83	125	4.9
Total		245,960	31,932	12.98	1,823	5.71

Note: Open rates are minimum rate. If 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
1079	It's no longer safe to use a Debit Card
1080	Are we seeing the last throes of 'we know best'?
1083	Rathbones: The value of DFM
1075	The power of asking more questions and making fewer assumptions
1084	The key to successful client presentations
1078	Will I have a good day?
1074	Every day is a school day – so never stop learning
1077	Baillie Gifford: What if China breaks away?
1085	Square Mile: Future of Advice Survey
1081	http://www.panaceaadviser.com/learning+development/panacea+cpd+library.htm

Top ten partner stories

Issue	Partner	Article	% Of Clicks
1083	Rathbones	<u>Rathbones: The value of DFM</u>	9%
1077	Baillie Gifford	<u>Baillie Gifford: What if China breaks away?</u>	4%
1085	Square Mile Investment Consulting & Research	<u>Square Mile: Future of Advice Survey</u>	3%
1083	FundsNetwork	<u>FundsNetwork: The State Pension – the new vs. the old</u>	3%
1081	Prudential	<u>Discretionary trust taxation (16 minutes)</u>	2%
1076	Prudential	<u>Gifting and Inheritance Tax (14 minutes)</u>	2%
1074	Defaqto	<u>Defaqto: Financial advisers and pre-paid funeral planning</u>	2%
1082	Prudential	<u>Prudential: All aboard the online train</u>	2%
1079	Prudential	<u>Register to join one of Prudential's webinar sessions on Monday 2 September</u>	2%
1085	Aviva Investors	<u>Aviva Investors: Investors must hold bad bosses to account</u>	2%

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