

Financial Adviser Content Survey Results December 2023

Introduction

Each year, Panacea conducts a comprehensive content survey within its community to:

- Gain insights into the preferences of our communication recipients.
- Identify the content that garners the highest engagement and the reasons behind it.
- Recognise the specific topics our audience wishes to see more of.

This year the survey was completed by 93 individuals.

As we delve into the outcomes, we aim to unravel not only what resonates with our audience but also the underlying motivations that drive their engagement. These insights, we believe, hold the key to refining communication strategies for a more meaningful and mutually beneficial connection.

Our unique position working closely with some of the UK's most prominent financial services brands equips us to offer a nuanced analysis of various content styles distributed to our adviser audience and their corresponding efficacy.

We invite you to explore the insights presented in this report and trust that they will contribute to a deeper understanding of our community's needs and expectations.

Thoughts on the Bento bulletin

The survey findings reveal positive sentiments towards the Bento Bulletin, with 90% of recipients acknowledging its effectiveness in providing convenient access to diverse content, thus streamlining inbox management.

Additionally, 87% of respondents find Panacea's Bento Bulletin articles easy to understand. When asked about Panacea's standout features compared to other digital media, the variety of content provided takes the lead at 81%. Respondents also appreciate the layout's readability (35%) and the quality of content (42%).

In terms of recommendations, 61% would recommend Panacea's Bento bulletins to a colleague, whilst 29% express a possibility of recommendation.

The survey also highlights specific provider firms that respondents would like to see included in Panacea Adviser communications, including Aegon, Canada Life, Royal London, and Scottish Widows.

Overall, the feedback points towards positive perceptions of Bento bulletins, emphasising its accessibility, content quality, and potential for recommendation.

Article preferences

Regarding article preferences, the survey highlights that 55% of advisers prioritise articles with clear benefits, whilst 48% are influenced by engaging subject lines.

Headlines play a crucial role it seems, with 71% of advisers indicating that they decide to read an article based on the headline itself, and 45% select articles based on relevance.

The preferred mechanisms for learning about a company's products and services are shorter articles, slides, and webinars.

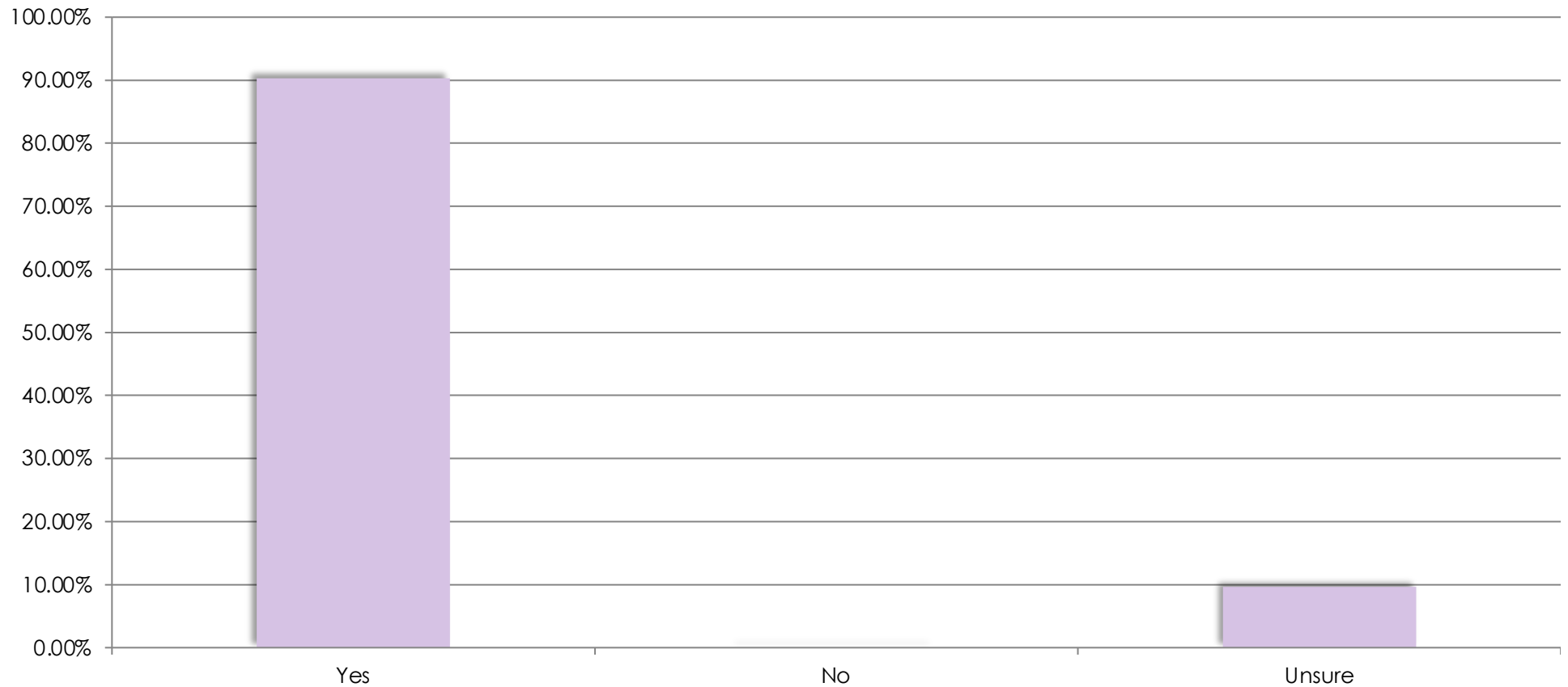
Additionally, regulatory updates (55%), CPD accredited articles (58%), and new tools and calculators (52%) are the most positively-received content categories.

In terms of subject matters, the survey identifies key interests among advisers, with investment insights, pensions/retirement, and tax/trust articles ranking highest, followed closely by protection-related content.

We have shared these insights with our Provider partners as they provide valuable guidance for tailoring content strategies to align with our community preferences going into 2024.

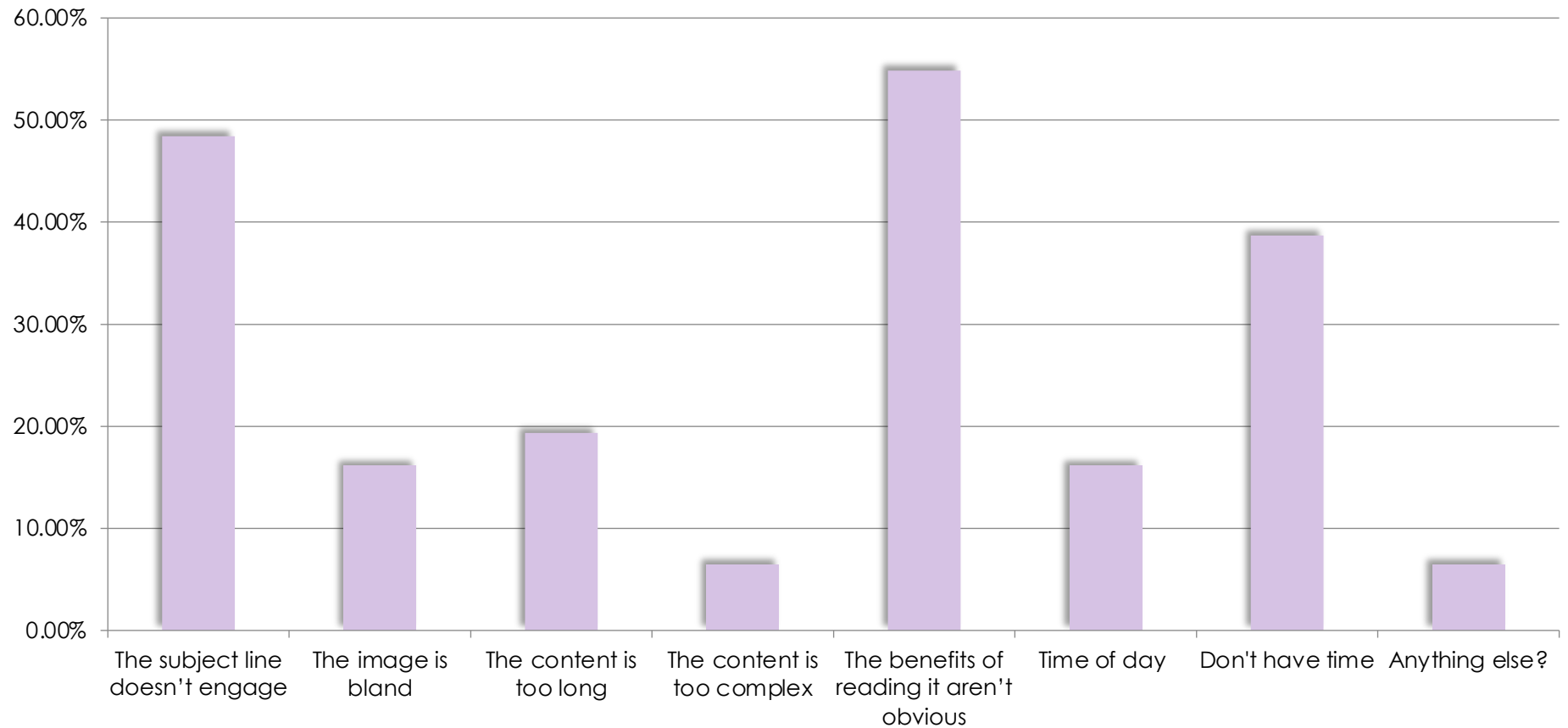
Q1

The Bento bulletins are designed to provide easy access to multiple pieces of content, all in one place, helping to free up your inbox. Do you find this to be the case?



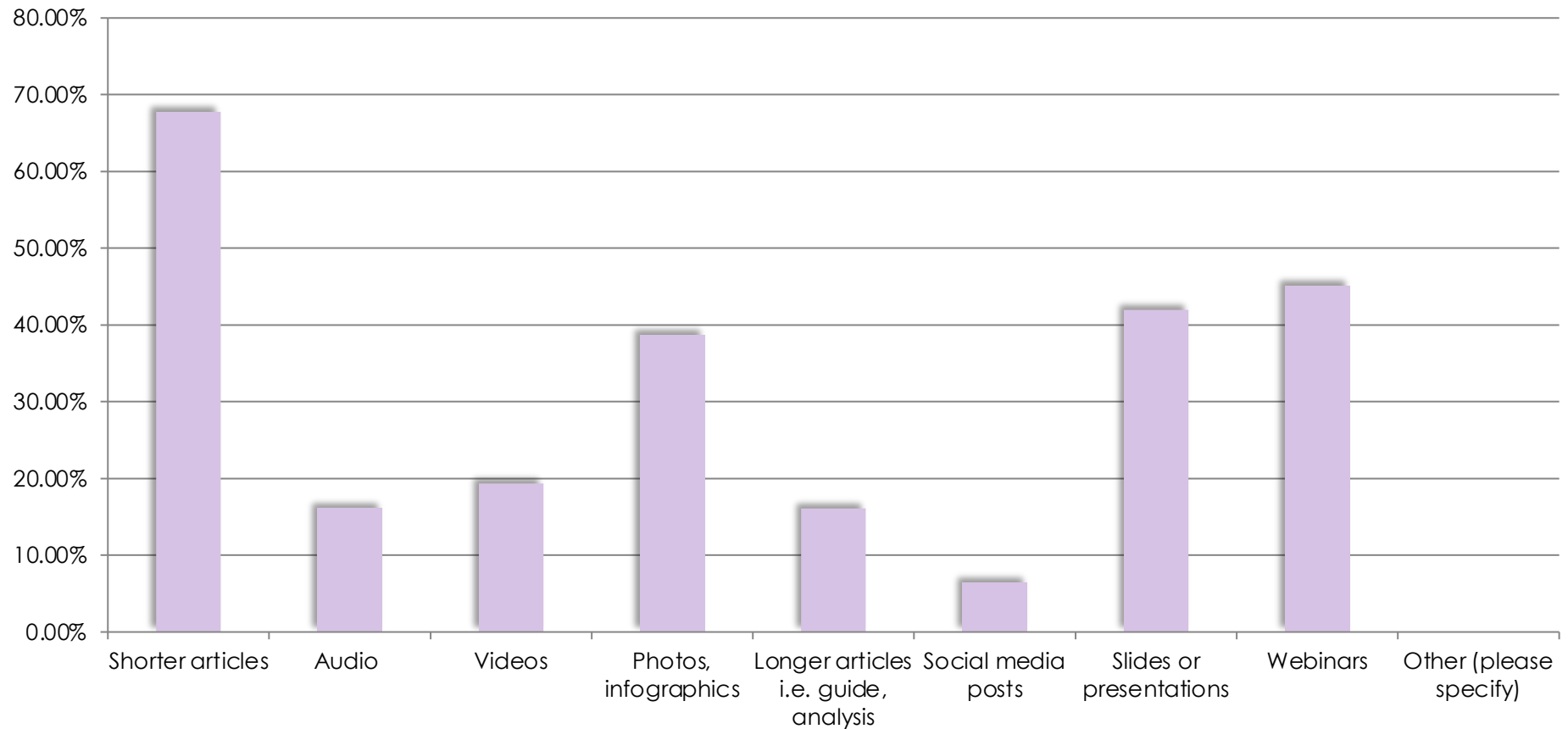
Q2

When opening an email newsletter, what stops you reading articles that are relevant to you? (Select all that apply)



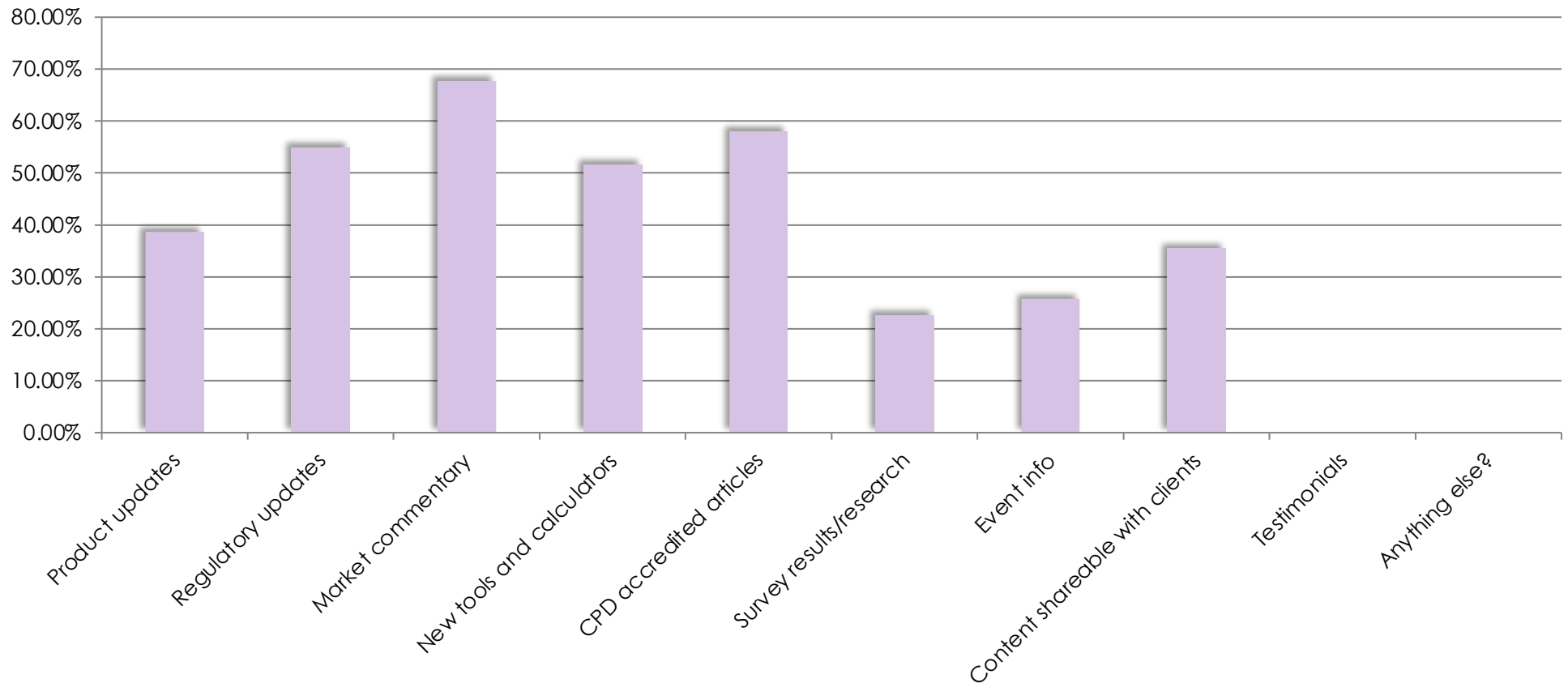
Q3

Through which of the following online formats do you prefer to learn about companies and the products or services they offer? (Select all that apply)



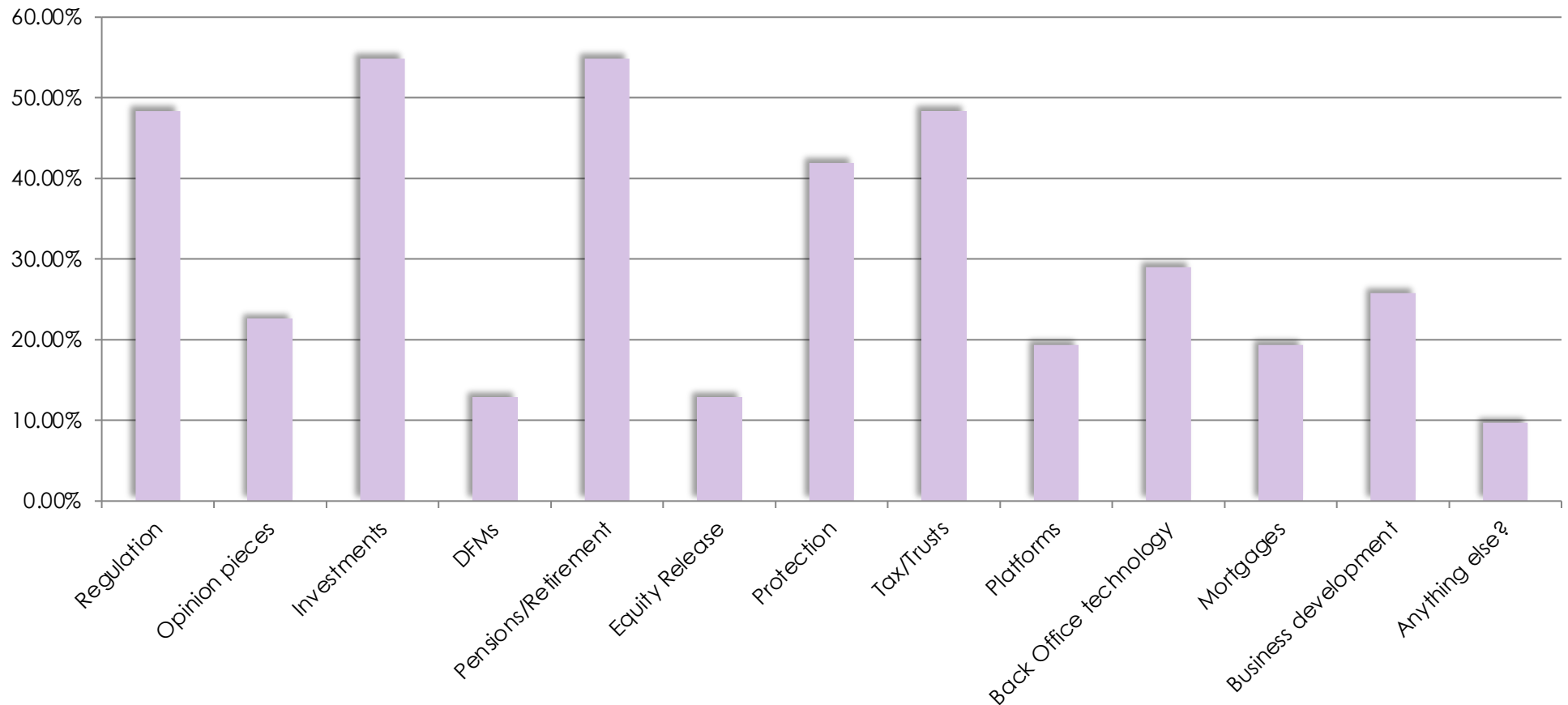
Q4

Which type of content are you most likely to be receptive to reading? (select all that apply)



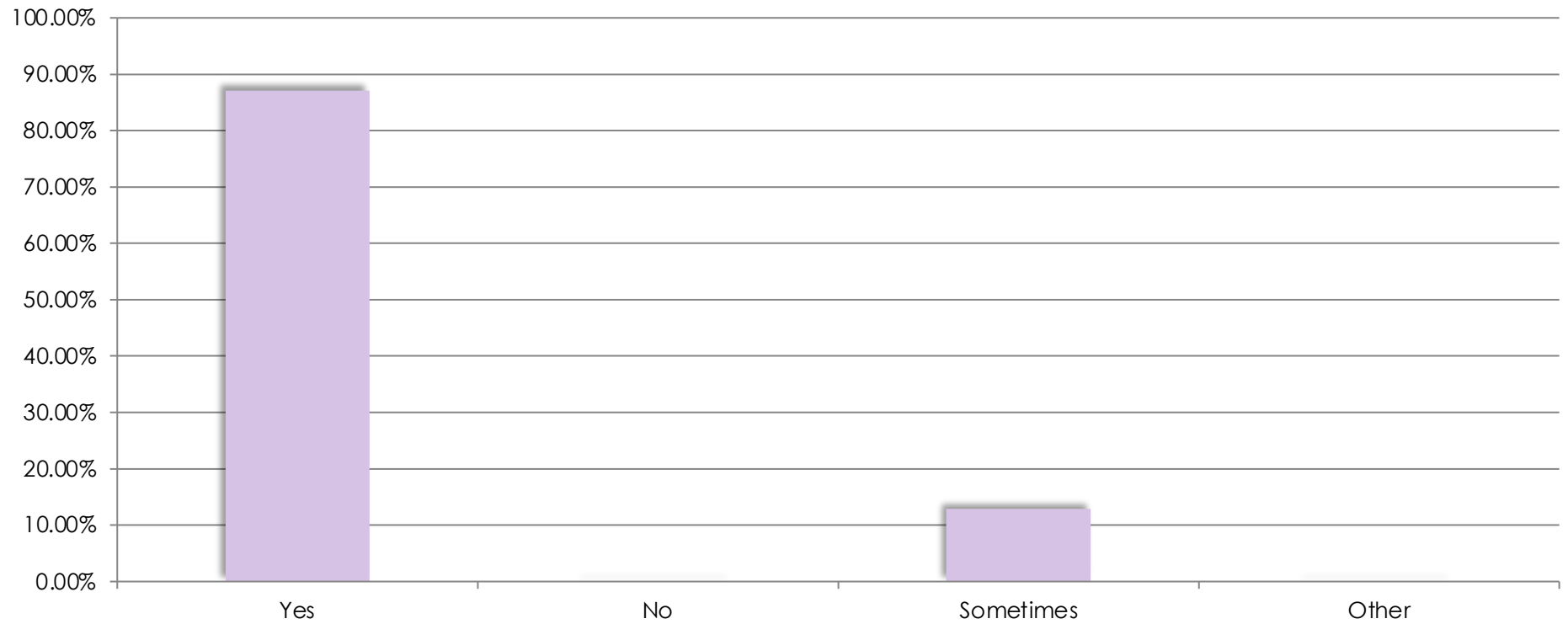
Q5

Which subject matters are you most interested in reading about? (select all that apply)



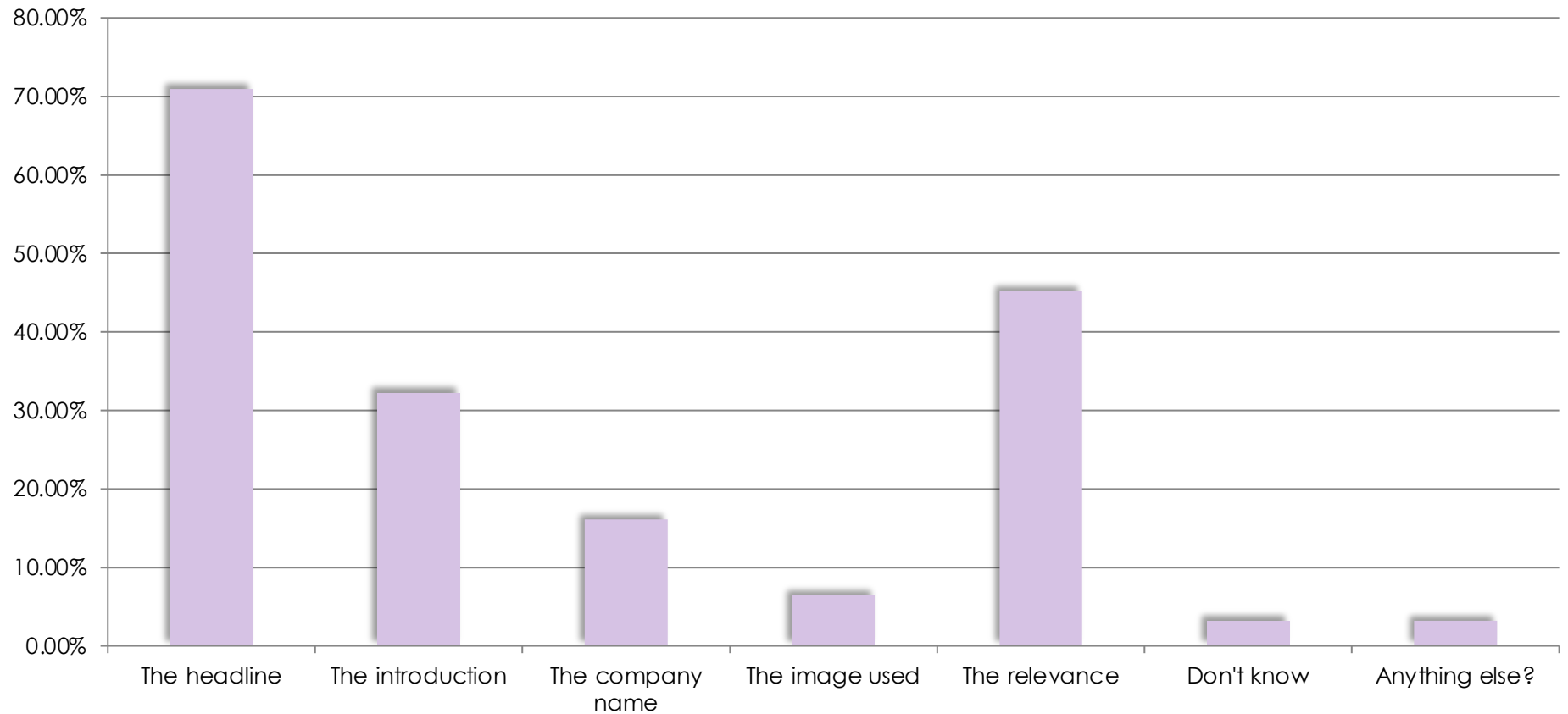
Q6

Are the articles you read in Panacea Bento Bulletin's easy to understand?



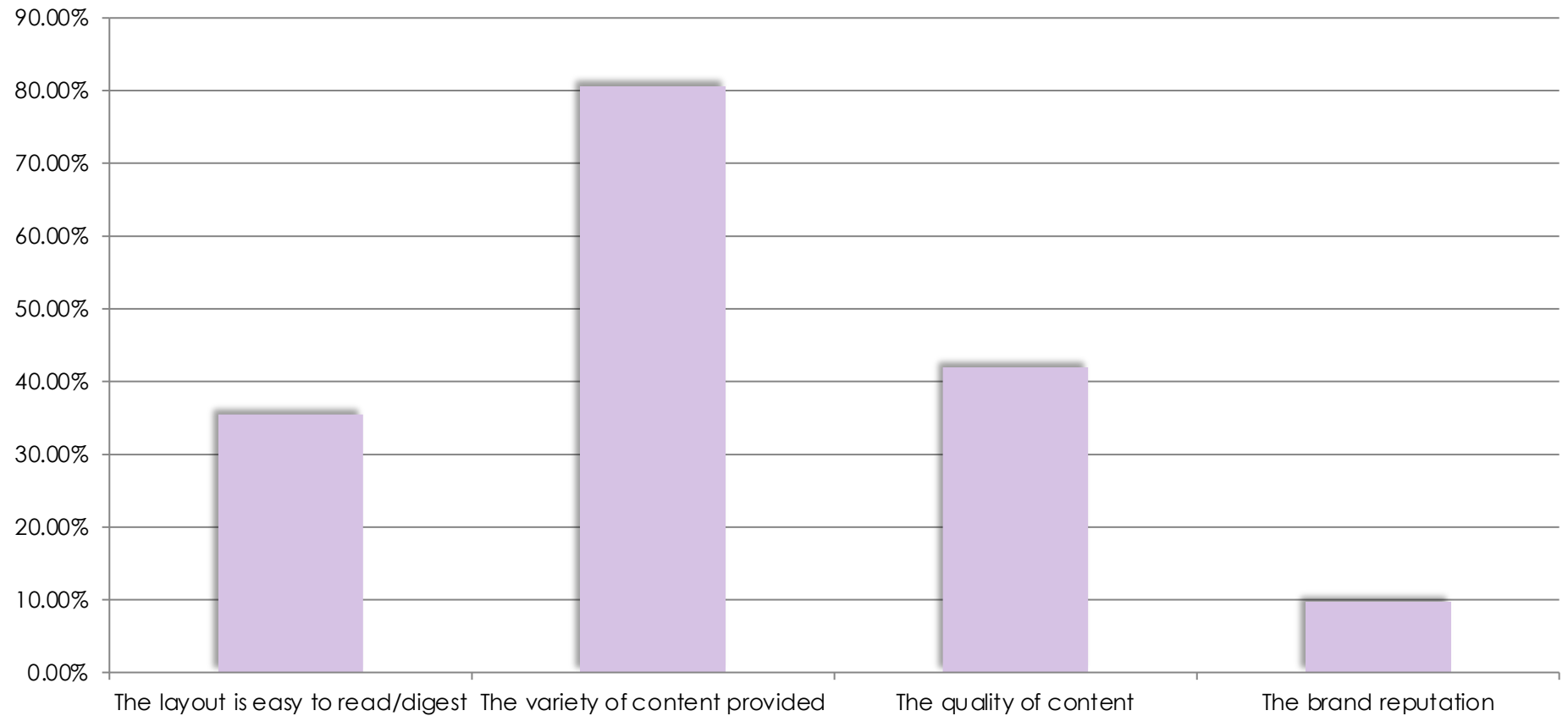
Q7

What makes you read an article? (Select all that apply)



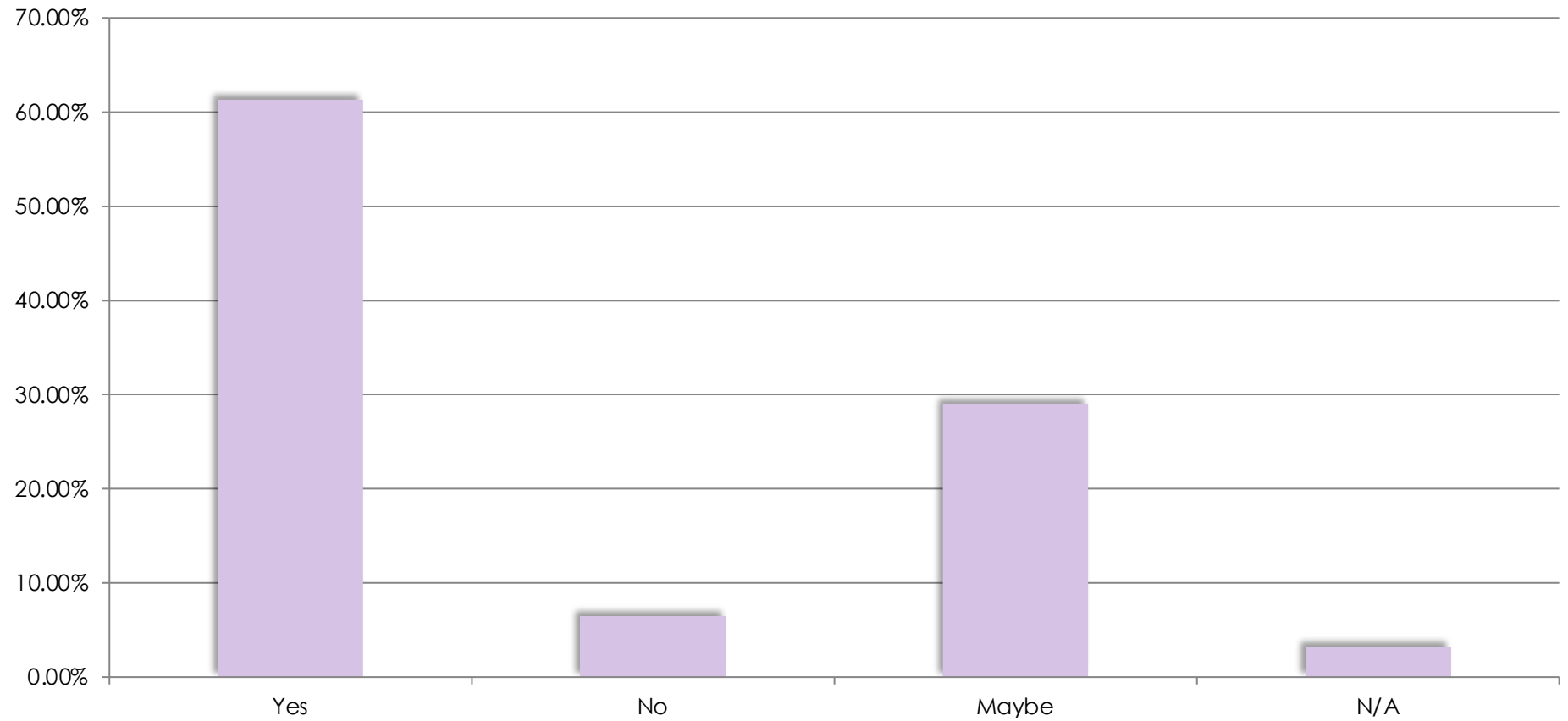
Q8

What makes Panacea communications stand out compared to other digital media?



Q9

Would you recommend Panacea's Bento bulletins to a colleague?



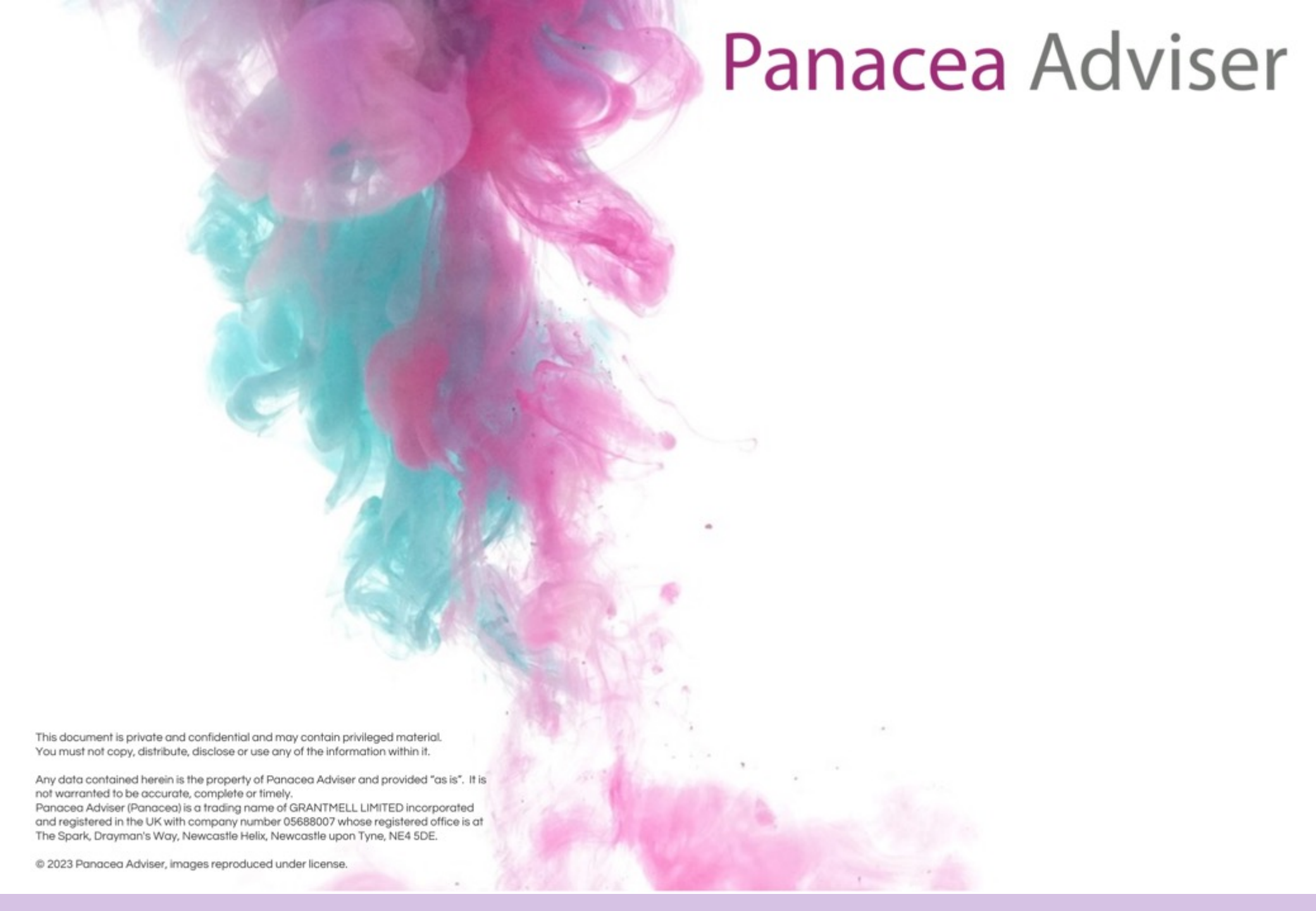
Summary

Content surveys play a pivotal role in modern communication strategies, offering organisations a direct line of insight into the preferences and behaviours of their audience.

By systematically gathering feedback, these surveys empower organisations to understand what resonates with their audience, leading to more targeted and engaging content.

This audience-centric approach not only enhances the overall quality of communication but also strengthens the relationship between an organisation and its audience, fostering a sense of community and demonstrating a commitment to meeting their needs.

Moreover, the data derived from content surveys guides strategic decision-making, enabling firms to allocate resources effectively, measure content effectiveness, and adapt to emerging trends, ultimately ensuring that their communication remains relevant and impactful in a dynamic landscape.



Panacea Adviser

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