



## Patron Point News

[For Immediate Release](#)

### Patron Point launches Marketing Masterclass for Public Libraries.

Dublin, OH - March 27, 2023 - Patron Point today announced it has launched the Marketing Masterclass for Public Libraries, an online training series produced and presented by library marketing expert Cordelia Anderson.

The Masterclass is a pre-recorded series of 7 videos and is available through the Niche Academy learning management platform where learners can move at their own pace, pause, rewind and return to any of the sessions.

The training is offered to all public libraries regardless of if they subscribe to Patron Point's marketing automation platform or not. Patron Point customers receive one complimentary seat with their subscriptions.

Ian Downie, CEO, Patron Point commented, "Public libraries around the world are making big strides in their marketing to engage their communities. Our customers tell us that many of their staff have little or no professional training in marketing and so we developed the Masterclass to upskill their staff and empower their teams to produce more effective marketing."

Cordelia Anderson, Owner of Cordelia Anderson Consulting and author of *Library Marketing and Communications: Strategies to Increase Relevance and Results*, added, "I truly enjoyed collaborating with the Patron Point team on the Marketing Masterclass. The series is based on practical examples of marketing in libraries and my hope is that it will provide a greater understanding of how library marketing works, along with practical strategies that libraries can implement immediately."

Participants who complete the program will receive a Certificate of Completion. Downie added, "Our hope is that this program will 'raise the bar' with library marketing." We're in discussion with several State Libraries and library organizations who are considering offering continuing education credit for the program."

The Masterclass is available on a per-seat subscription through the company's website at [www.patronpoint.com/masterclass](http://www.patronpoint.com/masterclass). For more information, contact [masterclass@patronpoint.com](mailto:masterclass@patronpoint.com)

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### **About Cordelia Anderson Consulting**

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Cordelia Anderson Consulting was founded in 2018 with a mission to provide marketing and communications consulting and services to community-serving organizations such as libraries, nonprofits, educational institutions and government agencies.

Cordelia is a seasoned marketing and communications executive with 20+ years of experience. She is based in Charlotte, NC but has clients around the US and is nationally recognized for her innovative, strategic and results-driven marketing and communications programs. Clients have included public and academic libraries, library associations, local government agencies and nonprofits.

You can visit Cordelia's website at [cordeliaandersonapr.com](http://cordeliaandersonapr.com)

## About Niche Academy

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Niche Academy is a turnkey learning solution that includes ready-to-use training and a platform that lets you deliver and track it anywhere. Ready-to-use tutorials for public libraries include patron-facing training on eResources and staff-facing professional development. Patron-facing training can be delivered right on the library website. Staff-facing training can be delivered in a private online portal. Public Libraries that use Niche Academy see big increases in the usage of their electronic resources, more program participation, higher levels of staff confidence, and less workplace drama. Find out more at [nicheacademy.com](https://nicheacademy.com)

## About Patron Point®

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Headquartered in Ohio, USA, and privately owned by its founders, Patron Point, Inc is a dynamic, rapidly expanding SaaS software company. Our closely-knit and highly talented team is fully remote and has been since the company was founded in 2019.

Patron Point is a fully-featured marketing automation platform that helps hundreds of public libraries around the world drive their digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement.

Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

Libraries interested in learning more about Patron Point can visit the company's [website](#) and request a short online demo.

## Trademarks

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## Press Contact

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