

For Immediate Release

Press contact: Gene Shimshock
gene@thirdchapter.com
650.678.2443

Capital Area District Libraries Begin Patron Point™ Implementation

Libraries set goal to re-define key marketing communication activities.

Dublin, OH - January 30, 2018 -Third Chapter Partners is announcing today that Capital Area District Libraries (CADL) has begun implementation of its marketing platform, Patron Point™. A key strategic goal for CADL is to re-define the ways its marketing communicates to its patrons.

“With Patron Point, we saw the opportunity to rethink how we communicate with our users,” states CADL Executive Director, Scott Duimstra. “Many of the ways libraries communicate were set in the early days of email. With Patron Point, we’re going to rethink how we construct our communications including, for example, newsletters, and begin to offer a more modern and personalized approach.”

“From our earliest conversations, the team at CADL offered a very forward-thinking view of marketing,” states Ted Fons, TCP Partner. “Together we’re creating an ambitious agenda for transforming their marketing efforts; we are excited to get started.”

Patron Point is a totally new patron relationship management system that delivers an enhanced level of library marketing capability. With Patron Point, libraries can produce personalized email and web communications that attract and more fully engage the patron. 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.

With Patron Point, a library can:

- Increase cardholder counts;
- Grow collection use, program attendance, and volunteer participation;
- Evolve and better target library’s offerings;
- Drive a more personalized digital patron experience; and
- Make its marketing more engaging and cost-effective.

For more information on Patron Point, download the [Patron Point Brochure \(low res\)](#).

About Capital Area District Libraries

2018 marks Capital Area District Libraries’ 20th birthday. CADL has everything right here, connecting you to the information you need and the entertainment you love, in formats that work for you. With 13 branches, a digital branch and a mobile library, our services are available whenever you need them. For information about hours, services or events, call 517-367-6300 or visit www.cadl.org.

Trademarks

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