

Chatsworth House Embrace E-commerce Strategy Driven by Digital Clarity



Surrey, Dec 17, 2020 ([Issuewire.com](https://www.issuewire.com)) - Chatsworth House (Chatsworth), the stately home in Derbyshire and home to the Duke and Duchess of Devonshire, is once again proud to promote its estate farm shop and gift shop products online.

The bricks and mortar shops at Chatsworth, that stock a range of estate and local produce alongside gifts and souvenirs, were already popular with both locals and visitors to the estate. The need to take this offering online was part of a larger Christmas push at the tail-end of 2019.

It had reported a significant uplift in online sales through the launch of its new e-commerce offering, working with marketing agency Digital Clarity to integrate Google Shopping.

With the unforeseen Covid-19 pandemic, Chatsworth was fast to adapt their e-commerce process and moved quickly to further engage with customers and patrons online.

Talking about the growth, Giselle Marino, Digital Marketing Manager at Chatsworth said, “We were looking to really grow the online side of the business and needed a partner that would understand both our organisation and ethos as well as help drive sales commercially. It was a move that has paid dividends last year, and again this year, in a highly competitive marketplace.”

She added, “Having worked with Digital Clarity for over eight years, coupled with their skill set in e-commerce optimisation, together we planned an effective e-commerce marketing strategy to combat the challenges raised by the Covid-19 pandemic. The results so far in the run-up to Christmas are outstanding with best sellers including sheepskin rugs and The Edensor Hamper, a wine and sweet treats hamper”.

Talking about the e-commerce campaign, Rachel Mephram, Head of Digital at Digital Clarity said, “The lead up to Christmas requires detailed planning, even with such a prestigious brand as Chatsworth. Being able to react to the government guidelines at the drop of a hat has been crucial to the success of the campaigns”.

She added, “The key to e-commerce success so far has been the creative use of budget, in-depth analysis and efficient bidding strategies.”

Digital Clarity & Chatsworth continue to work together to promote new products online, as well as promoting Chatsworth as a must-see attraction within government guidelines.

About Chatsworth

Chatsworth is home to the Duke and Duchess of Devonshire, and is located in the Peak District National Park. The house, many of its contents and much of the surrounding landscape are leased to a registered charity, the Chatsworth House Trust. The Duke and Duchess pay rent to the charity to live at Chatsworth and work with the charity and others to welcome Chatsworth’s visitors.

Every penny of visitor admission goes directly to the Chatsworth House Trust, which is dedicated to the long-term preservation of Chatsworth House, the collections, garden, woodlands and park for the long-term benefit of the public. The charity promotes the study and appreciation of Chatsworth as a place of historic, architectural and artistic interest and of natural beauty, and encourages the use and enjoyment of Chatsworth by visitors for education and recreation.

Chatsworth won Gold in the Peak District and Derbyshire Tourism Awards 2020, designed to recognise excellence and outstanding achievement in the area's valuable tourism sector, which is worth over £2.3 billion.

Chatsworth is a member of the Treasure Houses of England, 10 of the most magnificent palaces, stately homes and castles in England. www.treasurehouses.co.uk

Chatsworth is part of the Devonshire Group, which comprises the Duke and Duchess of Devonshire’s interests, charities and businesses throughout the UK, including Chatsworth which sits within the Derbyshire Estate, Bolton Abbey Estate in Yorkshire, and Lismore Estate in Ireland.

Chatsworth is only 10 miles from Chesterfield train station, 14 miles from Sheffield train station, 16 miles from the M1, and it is well served by regional bus services. www.chatsworth.org

Follow Chatsworth on social media: Facebook: @ChatsworthHouse Instagram: @ChatsworthOfficial and @ChatsworthGarden Twitter: @ChatsworthHouse

About Digital Clarity

Digital Clarity is an independent digital marketing consultancy that drives results through the power of

Search & Social Media. The company's goal is to deliver digital marketing performance by helping clients understand their business objectives and use digital advertising channels to educate, acquire and retain clients.

An award-winning business, the company believes marketing has to be at the heart of every business and helps its clients achieve results through data, knowledge and years of hands-on experience.

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