

CASE STUDY: THE QUILTERS' GUILD OF THE BRITISH ISLES

Online Shop Case Study:

www.quiltersguildshop.org.uk/

Tech Champion: Emma Roberts

Last Updated: [July 2020]



THE QUILTERS' GUILD OF THE BRITISH ISLES

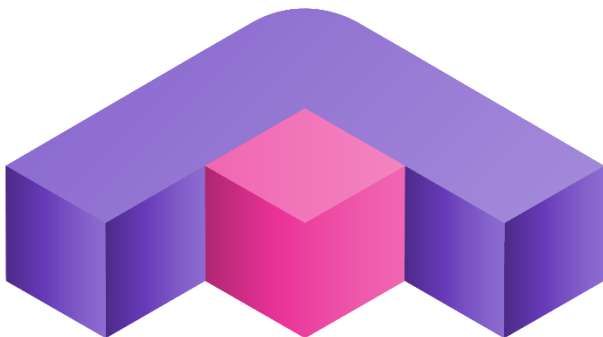
The Quilters' Guild is an educational charity and membership organisation which brings together quilters and promotes the crafts of patchwork, quilting and applique. The Quilters' Guild has an accredited collection, The Quilters' Guild Museum Collection, which is a specialist textile collection of over 800 British patchwork and quilted items.

Catherine Candlin is the Brand Manager for The Quilters' Guild of the British Isles and manages the online shop.



“We started our journey with Emma in January 2020 and comparing data between February and June 2020, our sales have increased by 80%, store traffic is up by 56% and orders are up by 64% compared with the same period in 2019”.

**Catherine Candlin, Brand Manager,
The Quilters’ Guild of the British Isles**



Shop homepage



[All Categories](#) ▾ [Books](#) [Fabric](#) [Patterns](#) [Kits](#) [Sashiko](#) [Gifts](#) [Sale](#)

We specialise in unique gifts, patterns, books and more to celebrate our British patchwork and quilting heritage.

Covid-19; we are delighted to be open and sending out orders on a weekly basis, thank you so much for your support during this time. All profits from The Quilters' Guild Shop support The Quilters' Guild.



Featured Items



2021 Pocket Diary
£6.95



Pattern Box - Crazy
Quilt Cushion Pattern
£8.00



Pattern Box - Basket of
Blooms Applique
Cushion Pattern
£8.00



Pattern Box - Jessie
Edwards Welsh
Wholecloth Cushion
Pattern by Sandie Lush
£8.00



Pattern Box Durham
Wholecloth Cushion
Pattern
£8.00

Featured Collections



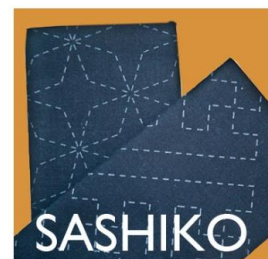
Red Manor House



Gifts



Pattern Box



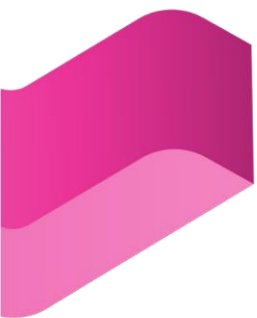
Sashiko



Why did you reach out to the Digital Culture Network?

“We initially started working with Digital Culture Network as we are in the process of commissioning a new website to bring many facets of our organisation into one digital space (rather than the multiple websites, blogs and e-commerce sites we currently have). We’re a small staff team (approximately 7 F/T equivalent) and whilst we are highly skilled in the main functions of our jobs, on a day to day basis there is little slack. We know that technological advances provide opportunities to improve the organisation, keeping up with the technological skills required has been difficult and in the main, what we do know has been self-taught and we have no IT or technology department or expert to call on to advise us”.

“Part of my role oversees our online shop, this operates well using Shopify, but like most things that don’t cause a problem, it hadn’t had much attention other than general maintenance since it was launched 4 years previously. We were looking for help to improve our revenue and encourage more people to shop with us”.



Shop product page



All Categories ▾ Books Fabric Patterns Kits Sashiko Gifts Sale

Home > Pattern Box - Basket of Blooms Applique Cushion Pattern



Pattern Box - Basket of Blooms Applique Cushion Pattern

£8.00

Quantity

1

Add to Basket

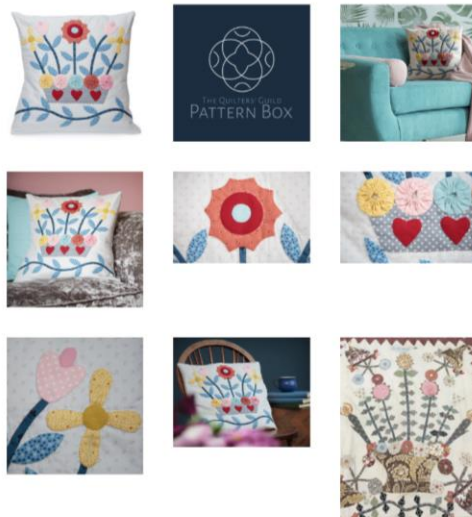
Join us as we explore the wonderful world of British quilting heritage through our exclusive series of patterns inspired by The Quilters' Guild Museum Collection. Each pattern introduces a different skill or technique as a way to develop and broaden your quilting knowledge, whilst offering a chance to challenge yourself — without biting off more than you can chew.

We invited applique lover and expert, Jo Avery to take a piece from our Collection that inspired her and to create a new pattern so that we can all enjoy a little bit of the heritage that the Collection has to offer in our homes.

This pattern is a digital download and requires access to a printer. You will receive the file link in your order confirmation email.

The completed cushion measure 16" square.

Share this Product



More from this collection



'Forty: The Evolution of a Collection'
£12.00 £9.00



1718 Glasses case and lens cloth
£10.00



2021 Pocket Diary
£6.95



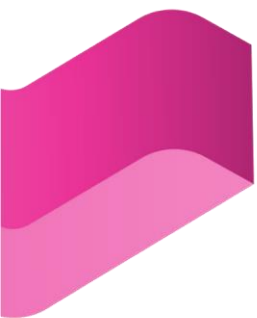
25 for 25 Quilt Catalogue
£5.00 £3.00



What was the process you followed when working with us?

“Organisationally we have been tapping into as many Tech Champions as we can! We’ve benefitted from website reviews, online video chats, screen sharing sessions to help us navigate and learn new things as well as some in person meetings to really help advise about our new website so that we are asking the right questions, understanding the language and the impact of our choices so that we feel more informed and confident going forward”.

“With our eCommerce operations Emma was a fantastic fresh pair of eyes, she reviewed our website and we talked through what was good and also what we could improve. It was so helpful to get an expert view to give us direction about the changes we could make that would have the best impact. Some things were quick and easy wins that we could do immediately, some things are still on the to-do list but we’re getting there. We also spoke about ways we could help our revenues with tweaks to our marketing such as being smarter with our data and ways of bringing more people into our email lists”.



Email Marketing campaign



Dear <<First Name>>

Have you tried your hand at Sashiko yet? These beautiful new wall hanging kits are fresh into QShop and combined with 10% off everything Sashiko related, it could mean now is the perfect time for you to try! Just use the code **SASHIKO10** at checkout.



The Sea Hanging Kit is inspired by Japanese kakejiku hanging scrolls and measures 25 x 6.5 inches, 63 x 16.5 cm when complete.

Each kit contains Japanese cottons for the background, borders and fish. Sashiko thread and needle, cord for hanging, instructions and five fish outlines as well as Steam a Seam Lite bonding paper.

You supply backing cotton and bamboo or similar for hanging.

Please note that fabrics and threads will vary.

The kit is priced at £16, and if you use the code **SASHIKO10**, you'll get it for just £14.40!

[Shop the Sea Hanging Kit](#)

Inspired by Japanese kakejiku hanging scrolls, the Japanese Maple Leaf Hanging Kit will make a beautiful decorative hanging measuring 26 x 8 inches, 66 x 20 cm.

Each kit includes Instructions, Japanese tsumugi cotton for the background and borders, sashiko thread and needle, cord for hanging, leaf and cloud patterns and Steam a Seam Lite bonding paper.

You supply backing cotton and bamboo or similar for hanging.

Please note that the fabrics in each kit will vary.

The kit is priced at £16, and if you use the code **SASHIKO10**, you'll get it for just £14.40!

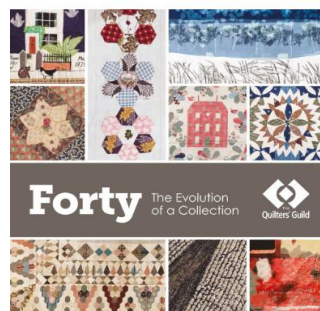
[Shop the Japanese Maple Hanging Kit](#)



[Shop the Sashiko range now!](#)

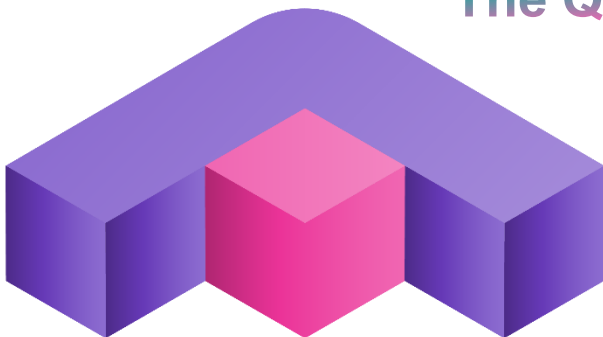
Wishing you all good health and a crafty May!

From all at QShop.



“Our shop newsletters go out monthly, we try and feature a new product or a relevant theme for each issue. Following Emma's advice we are getting better at using our sales data to identify points in the year where a special offer would boost sales in what would otherwise be a lower revenue month”.

Catherine Candlin, Brand Manager,
The Quilters' Guild of the British Isles



Email Marketing campaign



Dear <<First Name>>

Join us as we explore the wonderful world of British quilting heritage through our exclusive Pattern Box series, inspired by The Quilters' Guild Museum Collection. Each pattern introduces a different skill or technique as a way to develop and broaden your quilting knowledge, whilst offering a chance to challenge yourself — without biting off more than you can chew.

We invited expert quilter, designer and author Carolyn Forster to take a piece from our Collection that inspired her and to create a new pattern so that we can all enjoy a little bit of the heritage that the Collection has to offer in our homes.



This pattern is a digital download and requires access to a printer. You will receive the file link at the very end of your order confirmation email. The completed cushion measure 16" square.

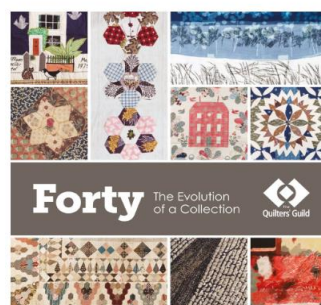
Best wishes for a healthy and happy June!


From all at QShop.



Shop the Crazy Cushion Pattern today!

Carolyn chose this gorgeous [Canadian Red Cross Crazy Quilt](#) from the 1940s as her inspiration for the pattern which is only £8!



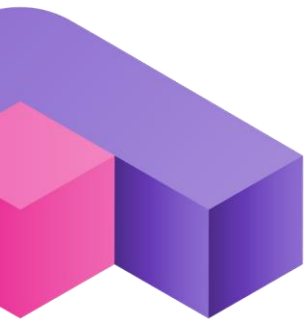


What results have you seen since working with us?

“As we’re in these strange Covid-19 times comparisons are hard to make, some of the changes we’ve made were simple one-off tweaks to make our online shop easier for customers to use, some things have been about being smarter with special offers during traditionally quieter months”.

“We’ve been very fortunate to be able to keep our online shop open, customers have been really understanding with small delays and we ship orders just once a week rather than daily during this time (nobody has complained about this and we set expectations on our website). We also appeal to a crafters market which again plays to our advantage in the current climate”.

“We started our journey with Emma in January 2020 and comparing data between February and June 2020, our sales have increased by 80%, store traffic is up by 56% and orders are up by 64% compared with the same period in 2019”.



“We’re amazed by the results and the positive impact it’s made. Emma’s help came just at the right time and has earned me a lot of brownie points!”

Best performing product campaigns: Digital patterns sold for cushions



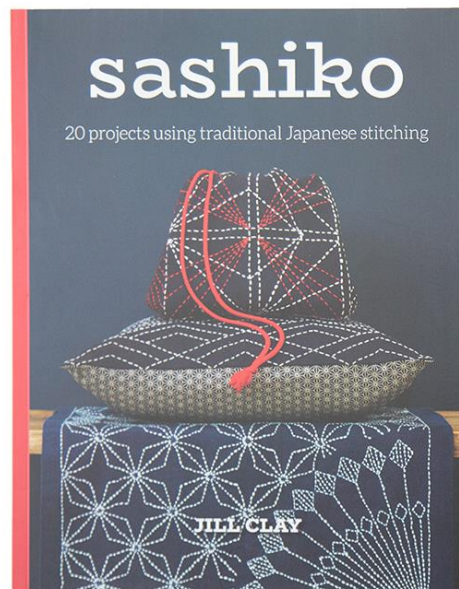
Best performing product campaigns: Digital patterns sold for cushions



Best performing product campaigns: Wall hangings



Best performing product bundles



What's your advice to others who might be considering reaching out the Digital Culture Network?

"Everyone I've worked with at Digital Culture Network has been so helpful and friendly. They've helped us see the wood for the trees and guided us through issues when we haven't always known what choices, in digital terms, would help our organisation progress and succeed."

"Digital Culture Network have been a lifeline and I'm so reassured that I have someone to reach out to for unbiased advice and help when I get stuck in the digital realms".

"Their advice is independent and impartial and comes with a real understanding of the cultural sector and the challenges we face".





**Digital Culture
Network**



Digital Culture Network