



Presented By: Jona Shone at E-commerce Camp 2025

# USING YOUTUBE FOR BUSINESS GROWTH



[www.shadowfoam.com](http://www.shadowfoam.com)





## SECTION ONE



# QUICK INTRO



# A BIT ABOUT ME

- **Name:** Jona Shone
- **Background:** Electrical Engineer
- **Current Role:** MD of Shadow Foam Ltd
- **Based:** Cheshire, UK
- **Founded Shadow Foam:** 2012
  - **Classic Side Hustle started in Spare Bedroom**
- **Started YouTube:** 2016
- **Current Subscribers:** 155k





# A BIT ABOUT THE COMPANY

- **Founded 2012**
- **Started selling online 2013**
- **Grown at least 20% year on year**
- **In house team of 18 employees currently**
- **1.75mil turnover last year**
- **On track for 2.2mil**
- **Selling Globally using Global-E**





# WHAT IS SHADOW FOAM?

- Shadow Foam is a multi-layered grade of PE foam
- Available in a huge variety of colours, sizes and profiles
- You cut around shapes and create tool organisers
- DIY Custom Foam Solution





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- **DIY Custom Foam Solution**
- **Not Just for tools**
- **Used for anything you want to protect and organise**





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- Available in a huge variety of colours, sizes and profiles
- You cut around shapes and create tool organisers
- DIY Custom Foam Solution
- Not Just for tools
- Used for anything you want to protect and organise
- Used by some of the largest companies in the UK
- 50+ Influencer Ambassadors



# E-COMM JOURNEY

- **E-comm Platform**
  - 2012 – 2016 > Custom HTML Website
  - 2016 – 2022 > WordPress /WooCommerce
  - 2022 – Present > Shopify
- **Other Marketplaces**
  - Amazon UK & EU
  - eBay
  - B&Q
- **Primary systems Used**
  - Shopify Plus
  - Despatch Cloud (Helm)
  - Klaviyo
  - Zendesk
  - SEMrush







## SECTION TWO



# YOUTUBE

# HOW IT STARTED

- **Shadow Foam is a visual product → needed videos.**
- **Treated YouTube like Vimeo**
- **YouTube purely used for hosting**
- **No people or voiceover in the videos**
- **Videos starting gaining views**
- **Realised YouTube is a Search Engine**
- **First videos were tough: filmed & edited myself.**
- **Didn't have the patience. To critical**



Custom Shadow Foam: GoPro Case - Amazing loo...  
9K views · 9 years ago  
🌐 \$ 🍷 498 💬 3



Custom Canon M3 Hard Case  
8.4K views · 7 years ago  
🌐 \$ 🍷 113 💬 9



Get YOUR desk organised  
3.9K views · 7 years ago  
🌐 \$ 🍷 56 💬 3



Custom Sewing Box  
15K views · 7 years ago  
🌐 \$ 🍷 169 💬 10



Foam Liners for Motamec MTB-200 Tool Case  
37K views · 7 years ago  
🌐 \$ 🍷 192 💬 10



EPIC NERF Blaster Case  
1.5M views · 7 years ago  
🌐 \$ 🍷 4.2K 💬 105



Nintendo Gameboy Case  
8.6K views · 7 years ago



# EARLY DAYS

- **3<sup>rd</sup> Employee = Part Time Videographer**
- **Didn't want to be on camera**
- **Resisted being in the video for years, didn't want a personality driven brand.**
- **Full U-turn 7 years ago.**
- **First video with me in it was terrible but did 1.9mil**
- **Still the highest video to date**
- **Start difference in subscribers**



## Makita Power Tool Wall! - INSANE Workshop Storage Idea

1.9M views 5 yr ago Shop ...more



Jona Shone 155K



23K



Share



Remix



Thanks

Comments 818



Add a comment...



# YOUTUBE IS DIFFERENT

- Human Connection Matter
- Video Content is Evergreen
- We have videos from 3/4 years ago receiving 200 views a week
- Videos from a few months ago doing 2k a week
- Your back catalogue is working for you
- Consistent exposure, not flash in the pan like shorts
- Worth investing time and resources



SECTION THREE



# KEY LESSONS



# PRODUCTION QUALITY

- **Content over Equipment**
- **Basic equipment is all you need**
- **We use a standard SLR (Panasonic GH5)**
- **Same one as Colin Furze (12mil subscribers)**
- **Get a Lapel or Lav Mic**
- **Bad audio will turn people off your video quicker than dodgy camera work.**





# BATCH CONTENT

- We try to stay 6 – 8 weeks ahead
- Consistency beats Virality
- Three key types of video
- Need to have
- Searchable
- Entertainment





# CREATING IDEAS

- Create a mind map
- We layout all of our ideas on a white board
- Need to have - Build on ideas you need to exist, how to videos,
- Searchable content – what questions are people asking, create videos answering those questions
- Entertaining or Trending ideas. (Pallet opening)





# TITLE & THUMBNAIL

- This is **CRITICAL** – Avoid this being an afterthought
- Plan Title and Thumbnail **BEFORE** filming
- Mention the title in the **INTRO**
- Deliver what you promise in the title to reduce bounce
- Split Test Thumbnails from the start... its easy
- We pay \$20 for a thumbnail and test three for every video minimum
- **AVOID** changing the title as you loose search ranks





# TITLE

I VISITED THE  
BIGGEST TOOL  
STORE IN THE UK



Thumbnail 1





# TITLE

I VISITED THE  
BIGGEST TOOL  
STORE IN THE UK



## Thumbnail 2

We typically try to have  
one selfie style photo.





# TITLE

I VISITED THE  
BIGGEST TOOL  
STORE IN THE UK



Thumbnail 3

We don't often try the Mr Beast  
Face but worth a shot every now  
and then...

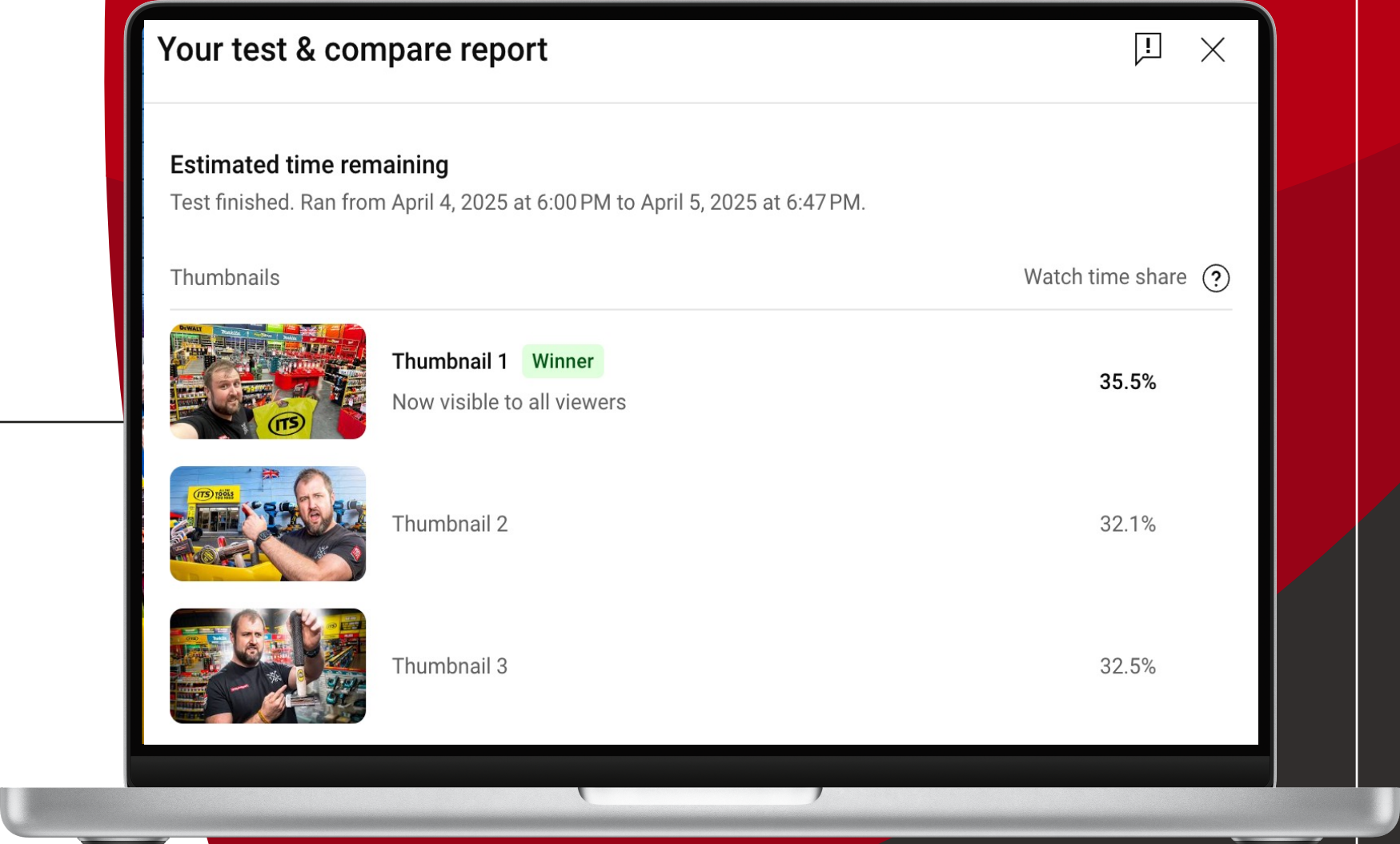


# YOUTUBE PICKS THE WINNER



Its not just about CTR (Click Through Rate) As some think..

YouTube message success on Watch Time...





# OVERCOMING FEAR

- Fear of Judgement s normal
- Trolls are very rare in my experience but stand out
- Employ a Videographer – Have them manage the channel with you
- Task them to delete anything negative but you ever get to see it.
- You own worst enemy if you





# YOU WILL GET BETTER



Practice makes perfect

As you get more comfortable the videos are quicker to shoot... and quicker to edit.

You can cut the worst of it and delete the old stuff.. That's your prerogative.





SECTION FOUR



# THE GOLDEN TICKET



### Makita Power Tool Wall

Posted November 28th 2019

**1.9M views**

**818 comments**

**96.8% YouTube Recommended**

**+ 13,952 subscribers**



### Colin Furze Milwaukee Tool Wall

Posted November 24th 2022

**823,000 views**

**638 comments**

**95.9% YouTube Recommended**

**+ 7560 subscribers**



### SKIL French Cleat power Tool Wall

Posted September 9th 2023

**690,000 views**

**565 comments**

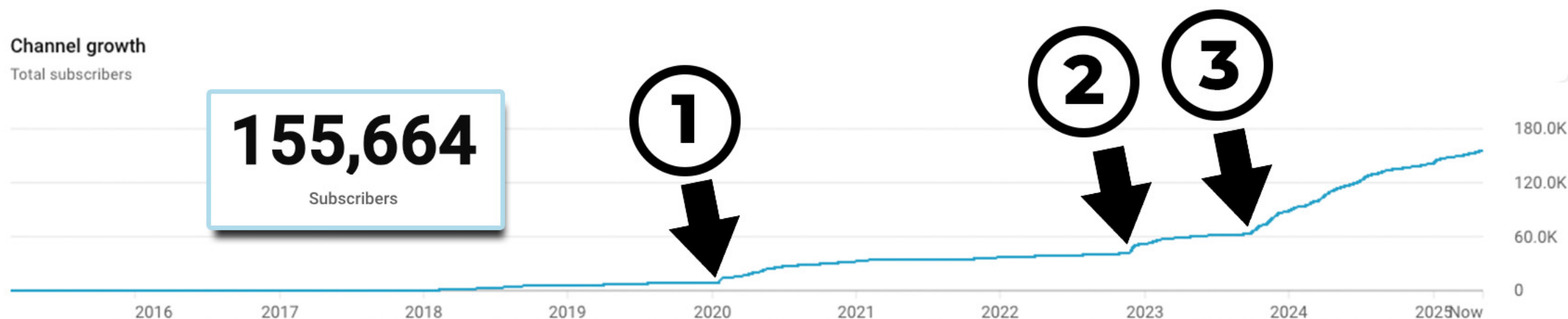
**96.5% YouTube Recommended**

**+ 3100 subscribers**

Channel growth  
Total subscribers

**155,664**

Subscribers





# **What is YouTube Recommendation?**

**Every video posted on YouTube has the potential to be organically pushed out to new audiences by YouTube.**

**Youtube's algorithm can identify users that would enjoy your content or have watched similar videos in your niche.**

**Your title, description and tags tell Youtube what category or niche your video falls into.**

**The only way to grow on YouTube is for YouTube to continually recommend your content to new audiences.**

**How do we get recommended on YouTube?**

# How do we get recommended on YouTube?

## Youtube tells us:

You can increase the chance of YouTube suggesting your content by increasing your click-through rate and your video watch time.

**In a sense, you are competing with your past self to make videos that will get more people to click them (click-through rate) and to watch them for longer (video watch time) in comparison to your earlier videos.**

**This system has its positives and negatives and understanding them both is the key to success on YouTube.**



## **POSITIVES**



**Every video is a “lottery ticket”, they all have equal chances of being recommended.**

**The first people to see your video are your subscribers, as your subscriber count increases, so does all your metrics. This can help you identify topics and ideas to make content around, as you have to keep your subscribers in mind.**

**YouTube is constantly looking to recommend what it perceives as a “successful video” so some videos will “blow up” days, weeks or even months after the fact if a topic or keyword starts trending.**



## **NEGATIVES**

**Every video is a “lottery ticket”, there are no guarantees it will be successful. YouTube does not reward effort.**

**The first people to see your video are your subscribers, which means if your video doesn’t appeal to them, YouTube will see the video as a “failure”. This can impact your creative process as you have to service this “audience” before being given a chance to access the new one. This can also quickly pigeon-hole you into a niche that you CANNOT diverge from, as your “subscribers” may not also share interest in that new topic.**

**YouTube is constantly looking to recommend what it perceives as a “successful video” QUICKLY. In our experience, the first 24 hours is critical to how YouTube sees the video.**




# Makita Power Tool Wall

## 1.9M views

## Our FIRST Major Success!

Average view duration

3:14 

1:30 more than usual

- This videos view duration
- Regular view duration







# Makita Power Tool Wall

## 1.9M views

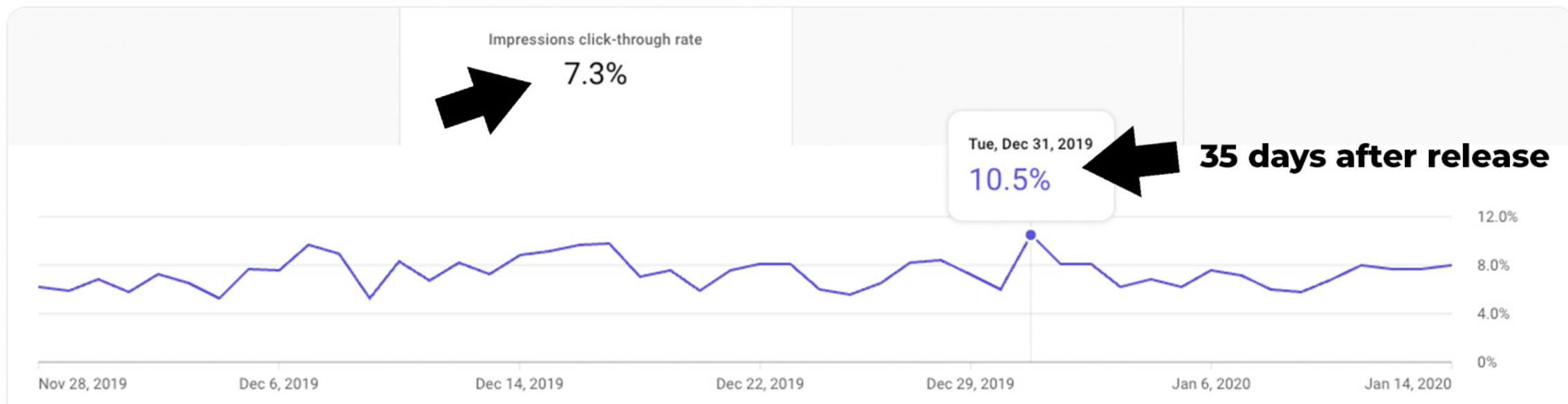
## Our FIRST Major Success!

**The average CTR (click through rate) for our videos before this one was 3.4%.**

**Youtube considers a CTR of between 5-10% very good.**

**In our experience, anything over 6% does well on our channel.**

**CTR was 6.2% on day one and continued to tick upwards as more people discovered it.**






# Colin Furze Power Tool Wall

## 823,000 views

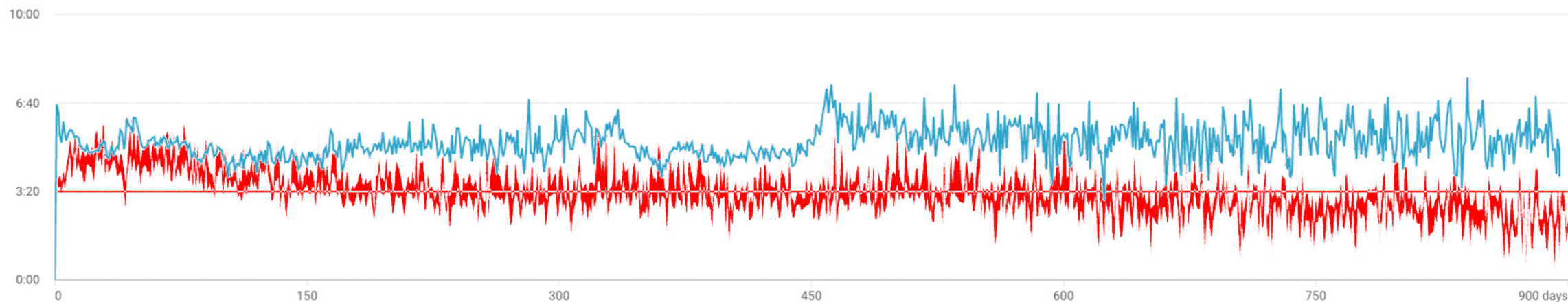
### Our FIRST Major Collaboration!

Average view duration

5:11 

1:01 more than usual

- This videos view duration
- Regular view duration







# Colin Furze Power Tool Wall

## 823,000 views

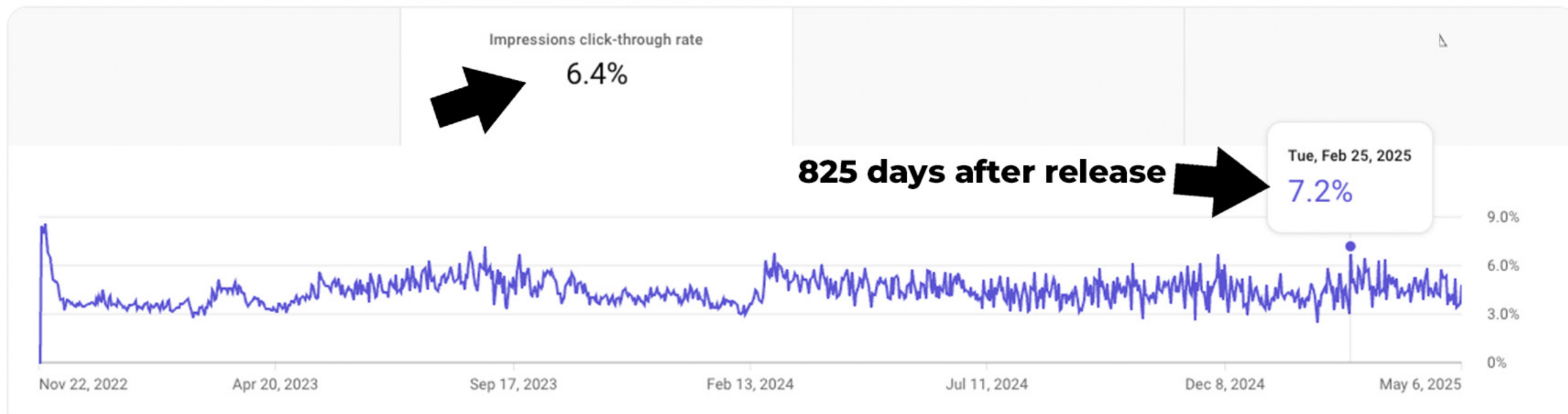
### Our FIRST Major Collaboration!

**This video was released the same day as a video from Colin Furze that featured this project.**

**That video did 2.9M views. YouTube recommended ours as “up next”.**

**Our videos were categorized the same, and Colin’s video encouraged viewers to watch ours.**

**CTR was 9.5% on day one and continued to tick upwards as more people discovered it.**






# SKIL Power Tool Wall

## 690,000 views

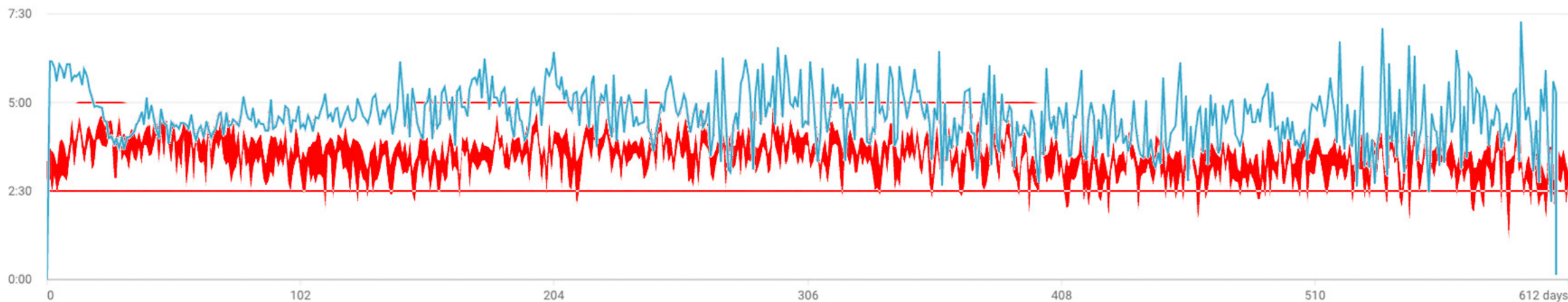
### Our BIGGEST Production change!

Average view duration

4:29 

0:39 more than usual

- This videos view duration
- Regular view duration







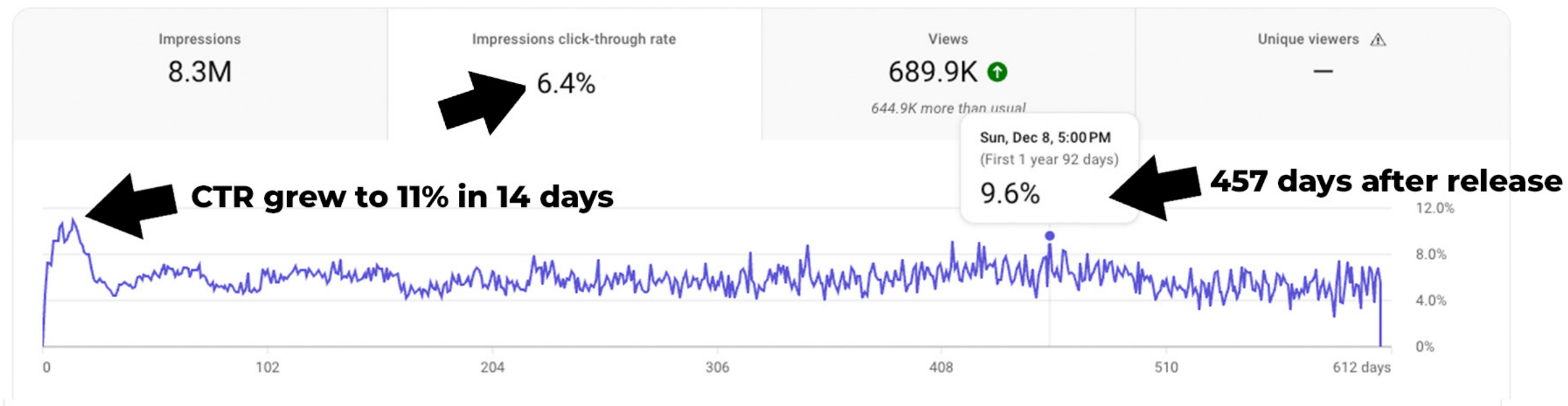
# SKIL Power Tool Wall

## 690,000 views

### Our BIGGEST Production change!

This video did 20,494 views in the first 15 days. 2 weeks later, we had 542,256 views. CTR was 4.3% on day one and continued to tick upwards as more people discovered it.

CTR was low, so why did this video do so well, and what was different about this one?





# **SKIL Power Tool Wall**

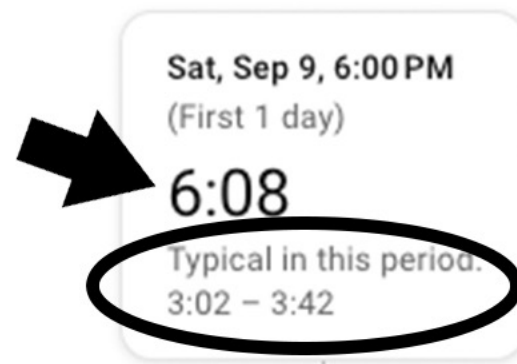
## **690,000 views**

### **Our BIGGEST Production change!**

**This video did well because:**

**Despite having a low CTR, our retention was double the average, telling YouTube that the people who did see this video, watched a lot more than usual. This led to YouTube deciding it was a “successful” video and pushing it out to a new audience that loved it!**

**By having a faster pace, our audience saw more content in the same amount of time, which encouraged them to stick around longer. This editing style remains to this day.**





# **Our Golden Rules for Content (Based on trial and error)**

***Every idea must appeal to our current subscriber base. Try ideas that will satisfy them with a new twist (our latest big hit was our Return Pallet videos)***

***Do not release videos that are too similar as our audience will not click something they feel they have already seen. Variety is key. (we call it “the same but different”)***

***Our first 30 seconds are subtitled to catch the attention of scrollers on mute.***

***We are currently chasing 10 minutes as our engagement metric, so ensure there is a lot of content covered in that set time. Litter hooks throughout to ensure audience will consider sticking around longer. (giveaways, taste tests etc.)***

***Textless thumbnails with clean, simple, vibrant images produce better CTR. Do not repeat info that is in your title.***

***We understand our niche is tools, NEVER deviate.  
Non-tool content has ALWAYS bombed on our channel.***

SECTION FIVE



**IT PAYS**



# MARKETING THAT PAYS FOR ITSELF!



It takes time but our  
YouTube work currently  
pays for itself in ad  
revenue alone excluding  
other sponsorships

## How much you're earning

Estimated · Last 6 months



# FINAL THOUGHTS

## You Have A Unique Voice



Get started and find your way. It may take a while to find your rhythm, but you have a unique voice and style and expertise to offer.



## Consistency Beats Perfection



A Viral video builds excitement and energy but the consistent uploads have generate returning viewers and customers



## YouTube is Powerful



Serious Media Platform that opens doors as helps you connect with other creators and influencers







# ANY QUESTIONS?



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