



# Economic Impact Report

United States 2018



# Contents

2	Introduction
3	National numbers
5	Where we get the numbers
7	Our tools and programs
11	Reports by state
69	References

# The web is connecting customers with businesses of all kinds, and Google is helping.

---

The internet is connecting communities of all sizes, creating exciting new possibilities for businesses across the United States. Providing digital tools and resources that help American business owners make the most of these connections is an important part of what I do. As the daughter of a small business owner, helping hardworking Americans like my parents makes this work particularly meaningful to me.

It was incredibly rewarding this past year to see the power of technology at work for so many different kinds of businesses. It helps a brick-and-mortar business like Amini's — a specialty furniture store in St. Louis, Missouri — build an e-commerce strategy that puts its website at the center of its work. It lets a rural business like Fuller's Sugarhouse share its maple syrup with customers in Switzerland, France, Australia, Brazil and Mexico— far beyond its hometown of Lancaster, New Hampshire. There are also veteran-owned businesses, nonprofits, and digital businesses using the web and Google products and programs to thrive. When more businesses have access to digital tools to help them grow, we see the great impact that this has on the communities we live in.

In 2018, our search and advertising tools helped create \$335 billion in economic activity for millions of businesses, website publishers, and nonprofits across the country.

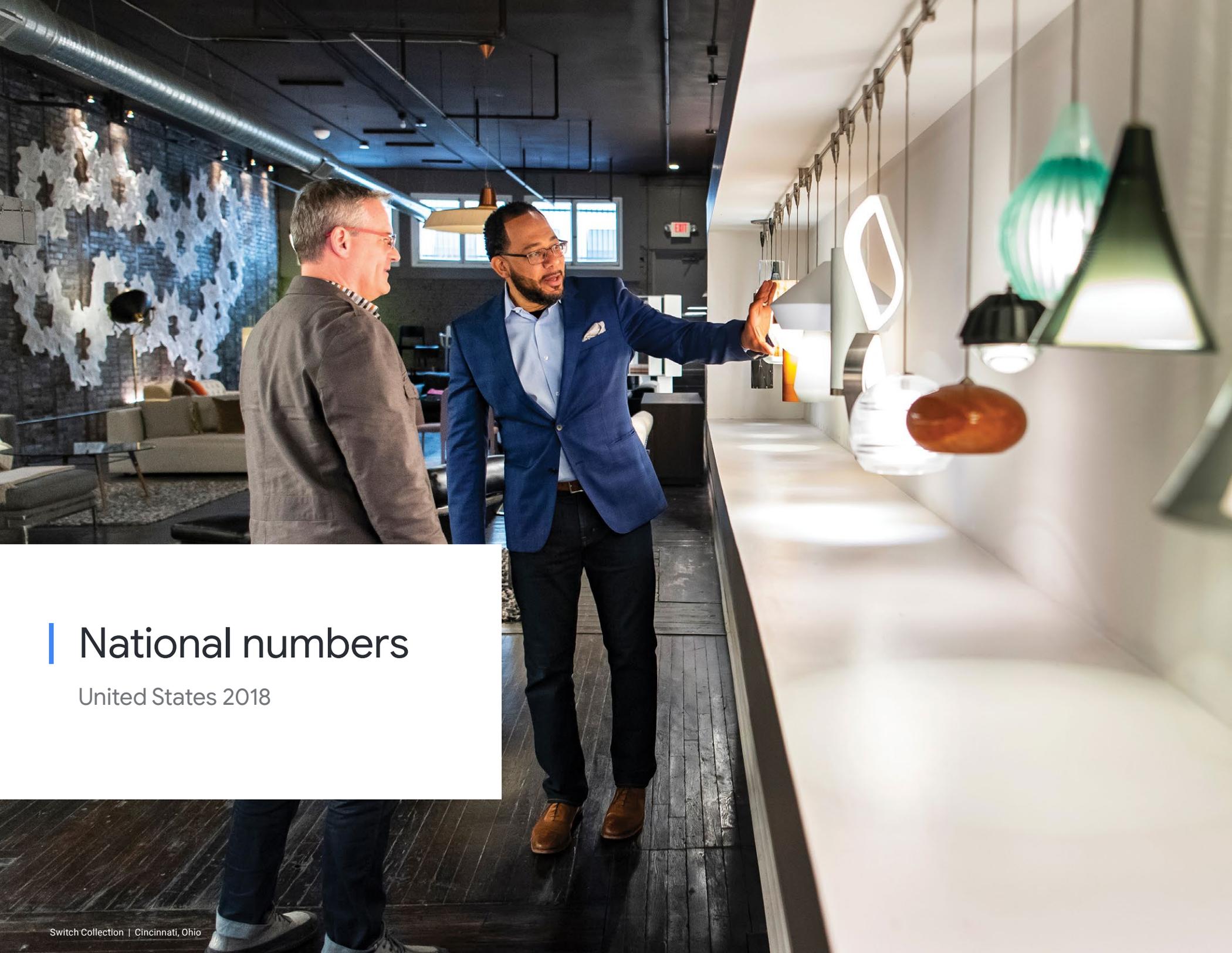
Each month, we drive over 1 billion connections for businesses nationwide, like phone calls or online reservations. We're also connecting businesses with customers overseas; in 2018 more than 35% of clicks for U.S. business advertising on Google came from places outside the U.S.

We're connecting with business owners in their hometowns through Grow with Google, our initiative to create economic opportunity for all Americans. Since 2017, we've provided over 3 million people with digital skills training and upskilling opportunities, helping them prepare for work, find jobs, and grow their businesses. This includes hosting workshops and classes in more than 40 cities and towns across the country. Digital skills are a must-have in today's economy, and our goal is to ensure that every business owner has the skills they need to succeed. The faces behind the thriving companies featured in this report inspire me and everyone at Google to further this important work.



Mary Ellen Coe  
President, Google Customer Solutions





# | National numbers

United States 2018

# The web is where business is done and jobs are created.

In 2018, Google's search and advertising tools helped provide \$335 billion of economic activity for more than 1.3 million businesses, website publishers, and nonprofits nationwide. Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

---

## \$335 billion

In 2018, Google's search and advertising tools helped provide \$335 billion of economic activity for more than 1.3 million businesses, website publishers, and nonprofits nationwide.<sup>1</sup>

## 1.3 million

In 2018, more than 1.3 million businesses, website publishers, and nonprofits nationwide benefited from using Google's advertising solutions, Google Ads and AdSense.<sup>1</sup>

## 1 billion

Every month, Google helps drive over 1 billion direct connections, like calls and online reservations, for businesses nationwide.<sup>1</sup>

## Over 35%

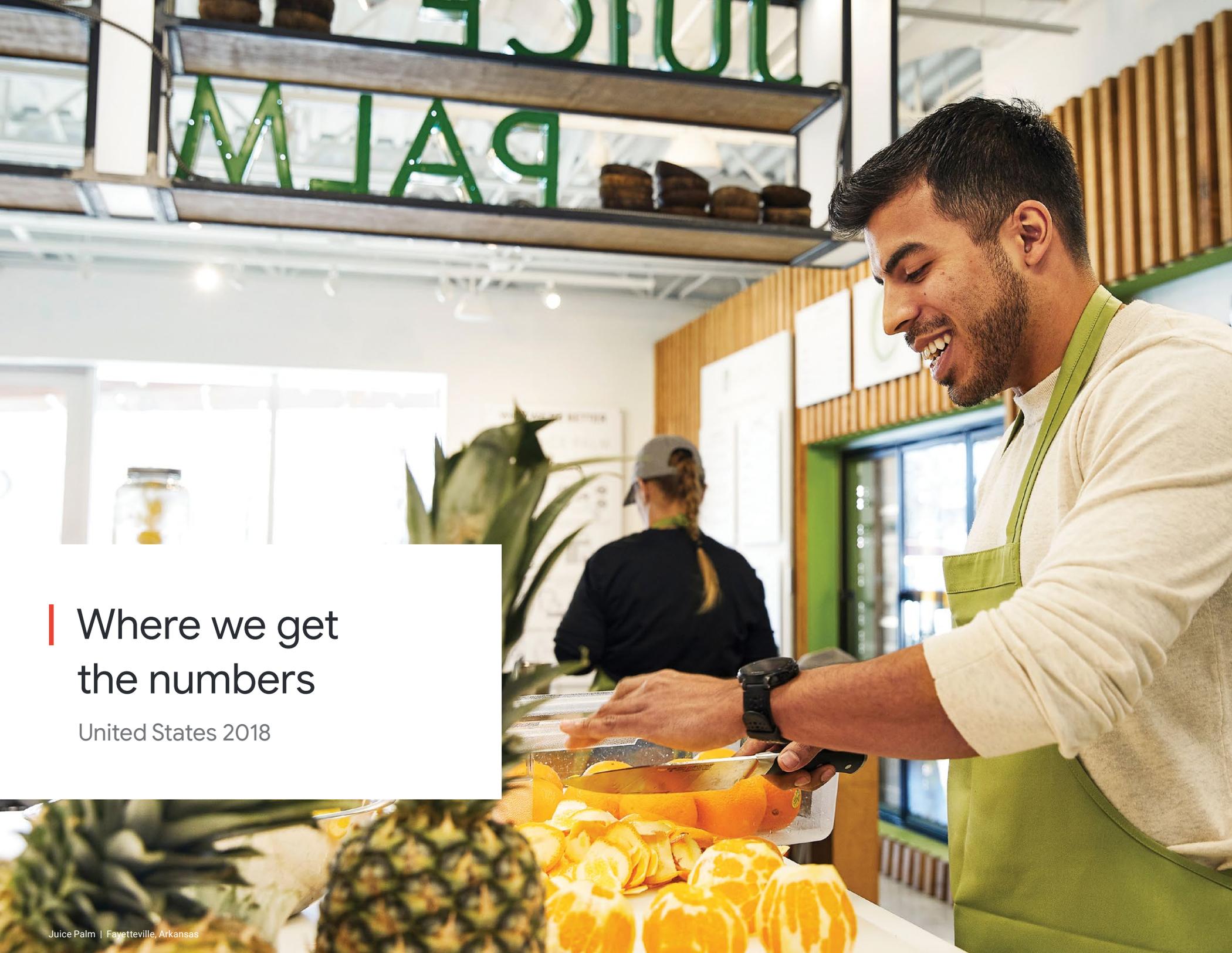
In 2018, over 35% of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.<sup>1</sup>

## Nearly 4X

Small businesses that use advanced digital tools, such as online advertising and data analytics, experienced revenue growth in the previous year that was nearly 4X higher than less digitally advanced businesses.<sup>2</sup>

## 64,000+

More than 64,000 people are employed full-time by Google throughout the U.S. We're proud to have offices and data centers in 21 states, and we're committed to being good neighbors in the cities we call home.<sup>1</sup>



# | Where we get the numbers

United States 2018

# How we calculate Google's economic impact

We derive a conservative estimate of Google's economic impact in each state by examining the economic value provided by Google Search and Google Ads, Google AdSense, and Google Ad Grants in 2018. Visit the search and advertising tools page to learn more about these programs.

## Google Search and Ads

To estimate the economic impact of Google Search and Ads, we rely on two conservative assumptions. First, we assume that businesses generally make an average of \$2 in revenue for every \$1 they spend on Google Ads. Our chief economist, Hal Varian, developed this estimate based on observed cost-per-click activity across a large sample of our advertisers; his methodology was published in the American Economic Review in May 2009. Our second assumption is that businesses overall receive an average of five clicks on their search results for every one click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink based on sample search log data and published in the International Journal of Internet Marketing and Advertising in 2009.

If search clicks brought in as much revenue for businesses as ad clicks, these two assumptions would imply that Businesses would receive \$11 in profit for every \$1 they spend on Google Ads. This is because if advertisers receive 2X as much value from Google Ads as they spend on Google Ads, and they receive 5X as much value from Google Search as they do from Google Ads, then the total profit they receive is 11X what they spend:

$$2(\text{spend}) + 5 \times 2(\text{spend}) - (\text{spend}) = 11(\text{spend}).$$

However, clicks through search results may not be as commercially valuable as ad clicks, so we want to be conservative. We estimate that search clicks are about 70%

as valuable as ad clicks. This means advertisers overall receive 8X the profit that they spend on Google Ads:

$$2(\text{spend}) + .7 \times 5 \times 2(\text{spend}) - (\text{spend}) = 8(\text{spend}).$$

Therefore, we conservatively estimate that for every \$1 a business spends on Google Ads, they receive \$8 in profit through Google Search and Ads. Thus, to derive the economic value received by advertisers, we multiply our Google Ads revenue on Google.com search results in 2018 – what advertisers spent – by 8.

## Google AdSense

The economic impact of AdSense is simply the estimated amount we paid to website publishers in each state in 2018 for placing our ads next to their content.

## Google Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grant recipients in 2018.

## Total economic value

Total economic value for each state is estimated as the economic activity provided for businesses, website publishers, and nonprofits by Google Search and Ads, Google AdSense, and Google Ad Grants, respectively, in 2018.

## What's not included

This is an attempt to estimate the economic impact of Google's core search and advertising business. In search and advertising, we derive a conservative estimate of the impact of our tools on businesses, website publishers, and nonprofits. We leave out estimates, such as the cost savings for consumers who are now able to find the information they need more easily than before. We also do not include the economic impact our employees provide or that of other major products, such as Google Maps and YouTube. So while we are confident in our estimates, consider them a lower end of Google's true economic impact.

For more information about our methodology and to download the cited studies, please visit [www.google.com/economicimpact/methodology](http://www.google.com/economicimpact/methodology)



# Our tools and programs

United States 2018

# Our search and advertising tools

Aside from being a well-known search engine, Google is also a successful advertising company. We make most of our revenue from the ads shown next to our search results, on our other websites and apps, and on the websites of our partners. Through our advertising solutions, we help many others make a living, too. This report presents a conservative estimate of Google's economic impact on businesses, website publishers, and nonprofits across the U.S. based on three core parts of our business: Google Search and Google Ads, Google AdSense, and Google Ad Grants.

---

## Google Ads

Google directs many potential customers to businesses for free via organic search results. Through a product called Google Ads, Google also delivers many potential customers to businesses via the sponsored ad placements above and below the search results on Google.com, as well as across our other properties, partner sites, and apps. To use Google Search ads, businesses need to create short text ads and bid in an online auction for the keywords they want their ads associated with. A coffee shop, for instance, might bid on the phrase "cafe in Nashville." When someone searches for this or a related phrase on Google, they will see the coffee shop's ad above or below the search results. The business only pays when someone clicks the ad to visit their website — in other words, when their advertising is working.

Learn more at [www.ads.google.com](http://www.ads.google.com)

## Google AdSense

AdSense is a program website publishers can use to run ads on their sites and earn money from their content. For example, if a food blogger uses AdSense, their readers might see an ad for food-related products, such as kitchenware, next to their content. Website publishers large and small receive a majority of the revenue earned from every ad — an important source of income for many content creators.

Learn more at [www.google.com/adsense](http://www.google.com/adsense)

## Google Ad Grants

The Google Ad Grants program offers free advertising to 501(c)(3) nonprofit organizations. Ad Grants recipients can spend up to \$10,000 a month on ads to fundraise, educate the public, and more. Since the program began in 2003, Google has supported nonprofits in over 50 countries with more than \$9 billion in free advertising. Learn more at [www.google.com/grants](http://www.google.com/grants).

Learn more at [www.google.com/grants](http://www.google.com/grants)

# More tools for business

In addition to search and advertising tools, Google offers a variety of other products to help businesses succeed online and grow, such as Google My Business, Google Analytics, G Suite, and YouTube.

## Google My Business

Google My Business is a free and simple tool that businesses can use to stand out and attract more customers on Google Search and Maps. With a Google My Business account, they can edit their Business Profiles on Google with up-to-date hours and information, engage with customers by responding to reviews and messages, and highlight what makes them special through photos and posts. Businesses can also use the information on their profiles to build a free website in minutes – all of which are helpful to finding and connecting with customers.

Learn more at [www.google.com/business](http://www.google.com/business)

## Google Analytics

Google Analytics is a free tool that businesses can use to better understand their customers. It helps them gain insight into their data and take action on those insights to drive results. An online retailer, for instance, can use Google Analytics to see how many website visitors put something in their cart but didn't complete their purchases. The retailer can then use this insight to test changes to the checkout process and improve their conversion rate.

Learn more at [www.google.com/analytics](http://www.google.com/analytics)

## G Suite

G Suite is a suite of work applications like email, calendar, file storage, documents, and more that help businesses of all sizes work faster, smarter, and better together. With Gmail you can establish your professional identity with a custom email address (you@yourbusiness.com). Smart scheduling in Calendar makes it easy to find time with your team, so you can spend less time planning and more time doing. Collaborate in real time in Docs, Sheets, and Slides with unlimited file versions saved automatically, and access all your files, documents, and presentations from anywhere, with Drive.

Learn more at [gsuite.google.com](http://gsuite.google.com)

## YouTube

Every business has a story to tell. In only a few simple steps, businesses can start a free YouTube channel and tell their stories through videos, allowing their personality to come through. A free brand channel on YouTube serves as the single home for a business' videos. Here, they can add their logo and business name and customize the landing page banner to reflect what's unique about their business. And YouTube ads help businesses of all sizes reach even more customers when they watch or search for videos on YouTube.

YouTube enables people to start new types of businesses by becoming YouTube Creators. Hundreds of thousands of YouTube creators are earning money with YouTube, growing into a new generation of media businesses reaching new audiences all over the globe. YouTube channels making six figures or more in revenue are up 40%+ over last year.

Learn how to promote your business at [www.youtube.com/ads](http://www.youtube.com/ads)

Learn how to become a successful YouTube creator at [www.youtube.com/creators](http://www.youtube.com/creators)

# Grow with Google

Google is built on the simple idea that, at its best, technology is about people. Putting knowledge at our fingertips. Making daily tasks more efficient. Connecting us to what and who we care about. Grow with Google is the next step forward in our story, helping more people — in more places — start, grow, and accelerate their real-world careers and businesses. Through free tools and training, we help everyone gain skills that can set them up for success today.

Learn more at [www.google.com/grow](http://www.google.com/grow)



Google Primer is a free educational mobile app that helps small businesses, startups, and job seekers quickly learn new skills in business and digital marketing. The easy, interactive, five-minute lessons cover such topics as business planning, management, sales, online advertising, analytics, social media, and more. Each lesson comes with actionable next steps people can take to start reaching their goals — whether they want to start or grow a business, attract more customers, or find a new job.

Learn more at [www.yourprimer.com](http://www.yourprimer.com)



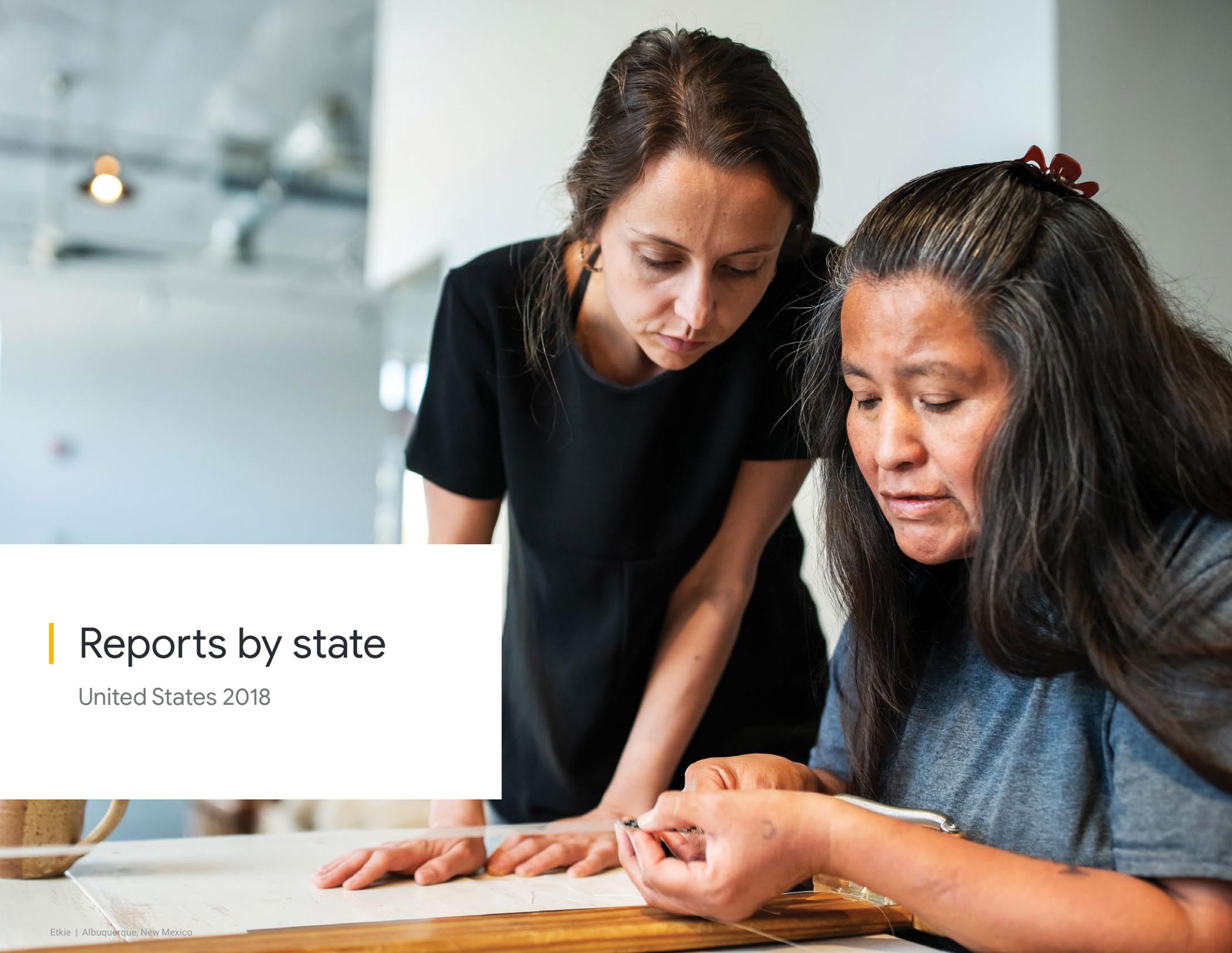
Tech startups are companies that aim to scale quickly, using technology to solve a problem. These startups are tackling big challenges and are key drivers of job creation and digital transformation. The mission of Google for Startups is to level the playing field for startup teams across the U.S. to succeed, strengthen their communities, and create opportunity for everyone. We do that by providing the best of Google's resources, co-working spaces and startup communities around the U.S., from Raleigh to Nashville to Detroit. We also create Campuses, physical hubs where startups can learn, connect, and build companies. Startups in the Google for Startups network created more than 6,300 jobs and raised more than \$1.9B in funding in the U.S.

Learn more at [www.startup.google.com](http://www.startup.google.com)



We believe that bringing together people with a diversity of ideas, backgrounds, and experiences builds better products and drives equitable economic impact. Just as we rely on diverse Googlers to stay creative, we also work with diverse suppliers to stay innovative. We designed our Small Business Supplier Diversity program to connect more minority-, women-, veteran-, persons with disabilities-, and LGBT-owned small businesses to opportunities within Google. To empower these businesses to grow and thrive online, the program includes free digital skills training and discounts on a suite of business tools.

Learn more at [www.google.com/supplierdiversity](http://www.google.com/supplierdiversity)



# | Reports by state

United States 2018

Explore Google's economic impact in your state and see how businesses across the country are using Google tools to succeed online and grow.



ShearShare | McKinney, Texas



“If we keep upping our ante on Google and on social, we know our success will keep snowballing.”

ROBBIE TYSON, CO-CHEF/OWNER/OPERATOR,  
HAPPY CATERING

## The Happy Catering Company

[www.happycatering.net](http://www.happycatering.net)

As a Greek kid growing up in a family that ran restaurants, hotels, and banquet facilities, Vassilli “Bill” Bouloukos always dreamed of owning his own restaurant. In 1992, he left his corporate job to chase that dream, and within five years he owned several restaurants around Birmingham. Those restaurants also offered catering, and over time, Bill built a considerable business doing corporate lunches and weddings. In 1998, Bill decided to sell his restaurants and open Happy Catering, a full-service catering company. Robbie Dyson joined Happy Catering in 2005 as co-chef and owner/operator, and together they’ve built up the business so much they needed to expand to a 12,000-square-foot facility in West Homewood, Alabama. “We’ve grown to serve a 200-mile radius around Birmingham. A big part of that is our great cuisine, but it’s also because we’re able to reach so many people through digital media,” said Bill.

Digital makes up 80% of Happy Catering’s advertising budget, and Google Ads have been crucial in solving the business’s biggest challenge: getting noticed by new customers. “Early on, we realized we had to maintain our online presence because we don’t have a storefront,” Bill said. “The hardest thing was introducing people to our services, so we relied on digital.” Bill and Robbie set up a Google My Business account to showcase photos from catered events and customer reviews that help reinforce Happy



HOMEWOOD, ALABAMA

### The Happy Catering Company has 50 employees.

Catering’s strong reputation. They’ve consistently updated keywords on the company’s website to rank higher on search results and redesigned the site’s layout to be more mobile-friendly. “We do a lot in-house, including social media, but we know Google is the first spot that most people are going to go,” said Bill. Internally, Happy Catering uses Google Analytics to measure its online ads’ performance, track calls from its GMB account, and monitor website traffic.

Today, Happy Catering employs a team of 50 and serves nearly 300,000 customers annually. But amid their success, one of Bill and Robbie’s biggest passions is using their business to help local residents. “Birmingham is big, but everybody knows each other,” Bill said. “In a tight-knit community like Homewood, it’s important that we give back.” Happy Catering regularly supports local food drives and athletic programs. As for future business growth, Bill and Robbie plan to keep up with digital trends and tools. “Our goal is to keep adding to our team and building jobs in the community,” Robbie added. “If we keep upping our ante on Google and on social, we know our success will keep snowballing.”

### ALABAMA NUMBERS

**\$923 million**

of economic activity Google helped provide for Alabama businesses, website publishers, and nonprofits in 2018.

**\$1.12 million**

of free advertising was provided to Alabama nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**9,700**

Alabama businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google has allowed us to make a connection with our market.”

MILO WRIGLEY, MARKETING DIRECTOR,  
ALASKA FLOUR CO.

## Alaska Flour Co.

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

Bryce Wrigley has lived in Delta Junction, Alaska, since 1983, when he moved there to start a business raising grain. Over the years, Bryce got used to life in rural Alaska, but one thing that did trouble him was the frequent weather-related food disruptions. “There’s a three-to-five day supply of food on the store shelves here, so any disruption to our supply results in empty shelves,” Bryce said. “That doesn’t bode well for public safety or security — people start wondering where they’ll get food from.” In 2011, Bryce did something about it and shifted his focus to milling barley flour, a secure, easy-to-raise product known for its health benefits. With his son Milo, Bryce established Alaska Flour Co. and began developing different products, like pancake mix, cream of barley cereal, and couscous. Because they were starting a new company in a remote part of Alaska, Bryce and Milo needed to get the word out, both locally and beyond. “We’re disconnected from the majority of our market,” said Milo. “Google has allowed us to make a connection with our market.”

By running ads on YouTube, Alaska Flour Co. has been able to tell its story. “A picture is worth a thousand words, but a one-minute video is worth a billion,” said Milo. YouTube also provides Milo with real-time analytics and audience retention reports, allowing him to optimize the ads on the fly. “If people are only watching to 14 seconds, but you don’t see our logo or product until 17



DELTA JUNCTION, ALASKA

### Alaska Flour Company is the only commercial flour mill in Alaska.

seconds, then we know to adjust,” he said. “YouTube and Google give us the basis for building a strong ad.” The company’s “eat more barley” hero video has been viewed more than 20,000 times. “That might not seem like a lot, but we’re 350 miles from the largest market in Alaska,” said Milo. “Where else could we reach 20,000 people?”

Inspired by a need to help solve food shortages, Alaska Flour Co. has done that and more. It attributes its tremendous year-over-year growth and surge in brand awareness to its digital ads. “For every dollar we spend on marketing on YouTube, we get \$9.50 back in net income,” Milo said. The company pays it forward by donating food items to the community and is heavily involved in sustainable agriculture programs across Alaska. Moving forward, Bryce and Milo hope to explore the export market, but first they want to see their products sold in major retailers in their home state. “A company like ours can provide some stability to the region,” said Milo. “We measure success by how much we invest in our community, how many jobs we create, and how much money we put back into the local economy.”

#### ALASKA NUMBERS

**\$85.3 million**

of economic activity Google helped provide for Alaska businesses, website publishers, and nonprofits in 2018.

**\$302,000**

of free advertising was provided to Alaska nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,200**

Alaska businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“YouTube videos have helped illustrate what makes David’s product different.”

NEIL ROSEKRANS, DIGITAL MARKETER

## Espinoza Boot Maker

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

David Espinoza opened Espinoza Boot Maker in 1990, but his passion for boots began more than 50 years earlier at a boot shop near his high school. Each day, David would walk past the boot shop and the stockyards, a major hub for ranching activity in Phoenix. He admired the cowboy boots and wanted to know how to make them. After learning the trade from the bootmaker, David opened his own shop and got to work. “I wanted to have a place where I could meet customers and make my product. I started making boots one pair at a time for each individual customer,” said David. Getting those customers, though, proved to be a bit of a challenge because David’s unique custom boot designs are more expensive than boots available at big-name stores. When the business strengthened its digital presence, David finally saw tangible results. “The website we have now has been a very effective tool. I can see what products the customers are responding to and how customers are responding to the marketing we’re doing” he said.

David teamed up with Neil Rosekrans, a web designer and digital marketer, to build Espinoza Boot Maker’s new site and implement tools like Google Analytics. “We started with Google Analytics to get a good understanding of where the site traffic comes from. The month we launched the website was the highest revenue month in the business’s 27 year history,” said Neil. Espinoza Boot Maker also credits its growth to Google Maps and Google



PHOENIX, ARIZONA

### Espinoza Boot Maker produces 300 pairs of handmade boots annually.

My Business. “Getting on Google Maps and Google My Business has really helped people find the location of our shop and contact us. Every month we see more people viewing our photos and calling or requesting directions to the shop,” said Neil.

Today, about 40% of David’s custom requests come from Google Ads. David and Neil’s work with YouTube in the last year has also led to higher sales. “One of the reasons behind our improved metrics is YouTube. Bootmaking is an art that can be much more appreciated when the customer understands how the product is made and the attention to detail that we put into our craft,” said David. “If we didn’t pursue this method of marketing, we wouldn’t have as much business as we have now.” From daydreaming about cowboy boots to making them himself, David is proud to call himself a small business owner: “I always encourage people to start their own small business because that’s the best way to financial and personal freedom.”

### ARIZONA NUMBERS

**\$5.55 billion**

of economic activity Google helped provide for Arizona businesses, website publishers, and nonprofits in 2018.

**\$5.68 million**

of free advertising was provided to Arizona nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**26,000**

Arizona businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Our engagements have significantly increased since we started using Google Ads.”

OMAR KASIM, FOUNDER, JUICE PALM

## Juice Palm

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

Like many successful small business owners, Omar Kasim's story begins with a setback (and perseverance). When Omar graduated from college in 2015, he opened his first restaurant with the help of an outside investor. After more than a year of success, the investor pushed Omar out of his own company. “I was left with nothing, reduced down to a shareholder,” said Omar. Instead of giving up, Omar got going. He traveled to major cities to see what was happening in the food scene. He kept coming across juice bars filled with happy customers. “I was intrigued because I was having a really difficult time finding health-conscious options as a busy individual,” said Omar. He liked the idea of starting a juice business, but he wanted to put his own stamp on it, so he spent a year working on the certified organic process. “I wanted to be fully transparent,” he said. “Our smoothies don't feature any sugars, sweeteners, or purees — just whole food ingredients.” In January 2018, Omar opened the first Juice Palm location in uptown Fayetteville, Arkansas, followed by a second spot in Bentonville less than a year later.

Juice Palm's immediate success was spurred, in part, by its digital presence and online marketing tactics. “The competitive landscape has changed — it can't be done on paper anymore,” said Omar. Juice Palm uses Google My Business to boost visibility on Google Search and Maps and Google Ads to reach users searching for cold-pressed juices or similar items in the area.



FAYETTEVILLE, ARKANSAS

### Juice Palm has 12 employees.

“Our engagements have significantly increased since we started using Google Ads,” Omar said. Omar and his team also use G Suite tools like Gmail, Docs, and Drive to stay connected. “G Suite is extremely important to us for operational purposes and organization,” said Omar. “It's nice to have Google Docs and Drive to collaborate in a single space.”

Omar plans to open a third location in Fayetteville, where he will continue using Google tools to reach like-minded college students in need of a healthy fix. “As we start going into new areas, it's important to rely on Google to know that we're marketing to the right people,” Omar said. Despite its success, the company is committed to sustainability, using biodegradable supplies and composting more than 1,000 pounds of produce a month. “When I was with my original business, I saw firsthand how much food waste we produced and how much single-use plastic we used,” said Omar. “For Juice Palm, we want to have a sustainable mission and approach to our business.”

### ARKANSAS NUMBERS

**\$646 million**

of economic activity Google helped provide for Arkansas businesses, website publishers, and nonprofits in 2018.

**\$916,000**

of free advertising was provided to Arkansas nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**5,200**

Arkansas businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“We’re growing at about a 25% increase per year in sales. And Google is making it happen.”

FELICIANO “CHANO” ZAVALA, FOUNDER & CEO,  
PENINSULA PARTY RENTALS

# Peninsula Party Rentals

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

Husband-and-wife duo Feliciano “Chano” Zavala and Ines Zavala worked together at a San Francisco party rental company for 10 years before having twins altered the course of their careers. Wanting to provide for their growing family, the Zavalas were determined to start their own business, so, in 2005 they used their life savings to found Peninsula Party Rentals. The couple rented tables and chairs out of their garage for three years and steadily grew until they were able to move to a more commercial location. But when the economic recession hit in 2008, Chano knew that location alone would not be enough – if they wanted to stay in business, they needed to get online. “I had a meeting with my wife and said, ‘You know what, we can’t let this happen. This is our business, our livelihood,’” said Chano. “So we created a website.”

With its site, Peninsula Party Rentals was able to keep its business going during those uncertain times. This encouraged the Zavalas to explore running Google Ads, a cost-efficient alternative to traditional advertising. “We slowly started figuring out that it was bringing us more money than newspapers and the Yellow Pages,” said Chano. “The return on investment was a lot bigger.” Today, 100% of the company’s marketing budget goes toward digital. The Zavalas also use free tools like Google My Business to provide potential clients with the most up-to-date information about



PALO ALTO, CALIFORNIA

## Peninsula Party Rentals has 12 employees.

their business on Google Search and Maps. “Clients can now have all the information at their fingertips, and if they want to come to our site and place an order or contact the company, it’s just right there,” said Chano.

Peninsula Party Rentals currently employs 12 people and serves an average of 300 customers per month. Since advertising with Google, sales have increased 25% year over year. “Google Ads is bringing in enough clients to max our inventory capacity,” said Chano. Committed to paying their success forward, the Zavalas offer discounts to schools and nonprofit organizations and sponsor youth baseball teams all over the Bay Area. The Zavalas soon hope to open more Peninsula Party Rentals locations across northern California. They’ve achieved their goal of providing for their family and a whole lot more. “We’ve been growing at a very steady pace,” said Chano. “Within five years, we’ll probably be in a position where we can either get investors or have our own locations in different cities.”

## CALIFORNIA NUMBERS

**\$69.8 billion**

of economic activity Google helped provide for California businesses, website publishers, and nonprofits in 2018.

**\$59.9 million**

of free advertising was provided to California nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**226,000**

California businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**43,000+**

Californians are employed full-time by Google. We’re proud to have offices in Beverly Hills, Irvine, Los Angeles, Mountain View, Redwood City, San Bruno, San Francisco, and Sunnyvale.



“The web helps us really dial it in and find the people that we need to speak to.”

KYRA COATES, U.S. MARKETING COORDINATOR,  
FRIENDSHIP BRIDGE

## Friendship Bridge

[www.friendshipbridge.org](http://www.friendshipbridge.org)

Founded by Ted and Connie Ning, Friendship Bridge began by providing medical education and supplies to impoverished populations in Vietnam in 1990. In 1998 it shifted its focus to helping indigenous women in Guatemala by offering small loans and education sessions to female entrepreneurs. The loans and education sessions create opportunities for impoverished women to build better lives for themselves, care for their children, and support local communities. As a grassroots nonprofit, Friendship Bridge depends on volunteers to help fundraise and build awareness. To find them, the team relies heavily on digital platforms where they can share their story, field donations, and recruit more people. “We’re really focused on bringing in more young people, and digital is how you reach them,” said Kyra Coates, U.S. marketing coordinator at Friendship Bridge. “It’s a tricky landscape because there’s a lot of noise out there.”

To cut through the clutter and reach more potential supporters with its message, Friendship Bridge uses Google Ads. The organization received a Google Ad Grant in 2015 and ramped up its campaign efforts in 2017. Kyra uses Google Analytics and Google Tag Manager to monitor and optimize the organization’s search campaigns. With employees in both the U.S. and Guatemala, the team also relies on G Suite to effectively communicate

 LAKEWOOD, COLORADO

### Friendship Bridge has 156 employees.

internationally. “It allows us to share files easily and get things to one another quickly,” said Kyra.

By increasing its digital efforts, Friendship Bridge has been able to maintain a steady flow of the interns and volunteers who are so critical to its mission. The organization currently serves over 30,000 women per year in Guatemala and will continue expanding to reach more of them. “We’re making long-term changes in Guatemala,” said Kyra, “and, for us, the core of that will always be empowered women.” Over the course of the next three years, the organization plans to transition its pilot programs to permanent programs and will be relying more and more on Google tools to spread its message. “The digital platform has been rewarding in terms of getting information out,” said Kyra. “The web helps us really dial it in and find the people that we need to speak to.”

#### COLORADO NUMBERS

**\$4.77 billion**

of economic activity Google helped provide for Colorado businesses, website publishers, and nonprofits in 2018.

**\$12.3 million**

of free advertising was provided to Colorado nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**39,000**

Colorado businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**1,300+**

Coloradans are employed full-time by Google. We’re proud to have offices in Boulder and Thornton.



“Google Ads has been a game changer for our business.”

SADE OWOYE, FOUNDER, SWEET EQUATIONS

# Sweet Equations

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



FARMINGTON, CONNECTICUT

Sade Owoye is obsessed with sweets and has found joy baking and indulging in sugary treats since she was a young girl. One holiday, she was baking a cake for a family party and decided to top it with chocolate candies. Her family went crazy for the delicious dessert, and when her brother posted a photo on social media, it took off. When Sade started getting requests from strangers for her candy-covered cakes, she knew she had a business opportunity on her hands. In 2014, Sade started Sweet Equations, a specialty dessert business that sells cakes, cupcakes, and cookies made with fresh ingredients (and, of course, candy). Sweet Equations launched as an online and wholesale business and has since opened a retail location in Farmington, Connecticut. The web has been instrumental in helping Sade reach an audience of dessert lovers. “Digital is just so important,” she said. “It’s how a business survives in the 21st century.”

As Sweet Equations has grown, Sade has come to rely on a number of Google products. “We were born through the Google platform,” said Sade. “I’m a huge proponent of it.” After hearing local entrepreneurs talk about their success with Google Ads, Sade launched her own Google Ads campaign and saw immediate results. “Google Ads has been a game changer for our business,” she said. “Nothing has been as effective.” Sade and her team also use G Suite tools like Hangouts, Docs, and Drive to communicate

## Sweet Equations serves around 5,000 customers annually.

efficiently. “When you’re trying to build a business with remote workers, the ability to share documents and send links has been so helpful. I can’t even imagine using anything else.”

Thanks to its digital efforts and new retail location, Sweet Equations has grown year-over-year revenue by six times since 2017. Sade plans to add more full-time employees in the coming months, including a specialist who can further expand the company’s online presence. “We’re looking to invest more money into Google Ads to really drive traffic to our store as well as our online website,” Sade says. Sweet Equations is currently an active member of the local Chamber of Commerce and is proud to align itself with multiple charitable causes. As her business continues to grow, Sade wants to be even more involved in her local community. “Our tagline is ‘Adding to the sweetness of life,’” says Sade. “We’re all about making the world a better place, and we like to do that through sweets.”

### CONNECTICUT NUMBERS

**\$5.43 billion**

of economic activity Google helped provide for Connecticut businesses, website publishers, and nonprofits in 2018.

**\$3.3 million**

of free advertising was provided to Connecticut nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**12,000**

Connecticut businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google Ads is very helpful to our organization because it puts our listing at the top of the page when somebody’s looking for a charity in Delaware.”

KIM TURNER, COMMUNICATIONS DIRECTOR,  
FOOD BANK OF DELAWARE

## Food Bank of Delaware

[www.fbd.org](http://www.fbd.org)

The Food Bank of Delaware’s vision is a community free of hunger. Conceived in 1977, the food bank has grown from a small group of people dedicated to hunger relief efforts to a statewide organization with locations in Newark and Milford. The organization, led by President and CEO Patricia Beebe, works with more than 500 partner agencies to collect donations from all sectors of the food industry and strives to safely and efficiently redistribute them to more than 114,000 food-insecure residents throughout the state. Kim Turner, who joined the food bank as communications director 10 years ago, has worked to get it online, build its social media presence, and bolster its digital marketing efforts. “The challenge is always getting the word out there because we rely on the generosity of the community to make our business run,” she said.

After receiving a Google Ad Grant for nonprofits, Kim began trying Google Ads. “Google Ads is very helpful to our organization because it puts our listing at the top of the page when somebody’s looking for a charity in Delaware,” Kim said. In 2018, over half the traffic to The Food Bank of Delaware’s website was a result of both paid and organic clicks on Google Search. Kim also uses Google Analytics to measure the organization’s web traffic and YouTube to host any video content her team creates. “One in six children are at risk of hunger in our state, so our job as an



NEWARK, DELAWARE

### Food Bank of Delaware has 52 employees.

organization is to mobilize the public and inspire them to act,” said Kim. “It’s important that we utilize platforms like Google to share our story with the community.”

According to Kim, dialing up the organization’s online presence with Google has made it possible to spread awareness and share the stories of the people it serves. “I feel good about the communications work that I’m doing because it’s making sure someone is fed that day,” she said. Thanks to the support it has received from its digital campaigns, the food bank will be doubling its footprint in 2019 with a new 80,000-square-foot facility. The building will feature an onsite cafe that will serve as a training location for culinary students and as a respite for workers who want to unwind after a volunteer shift. In the next six months, Kim plans to increase the food bank’s marketing efforts and put more money into digital. “It’s a really exciting time for our organization. We’re just patiently waiting to get into that new facility so we can start the new programs that we have planned,” Kim concluded.

### DELAWARE NUMBERS

**\$1.91 billion**

of economic activity Google helped provide for Delaware businesses, website publishers, and nonprofits in 2018.

**\$803,000**

of free advertising was provided to Delaware nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**5,100**

Delaware businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google Ads generates 11% of our web traffic and roughly 15% of our sales revenue.”

JASON MCCARTHY, FOUNDER, GORUCK

## GORUCK

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

Jason McCarthy is a decorated combat veteran who served overseas in the Special Forces from 2006 to 2008. While visiting his wife, a Foreign Service Officer working in the war-torn city of Abidjan, Côte d'Ivoire, Jason assembled a “go-bag” for her to keep in her truck. “In the Special Forces, when you go out on a mission, you put extra supplies and gear in the trunk of your Humvee in case your vehicle gets disabled and you have to fight,” he said. “So I made her a bag filled with medical supplies, radios, and other things that were adapted to her lifestyle on the Ivory Coast.” When his wife’s colleagues began requesting bags of their own, Jason thought he might have a business opportunity on his hands. With no previous business or product training, Jason turned to YouTube to learn more about how to design backpacks from online tutorials. From there, he created the GR1, a bag designed for use anywhere — in Baghdad or New York City. Jason officially launched GORUCK in 2010, but he wasn’t sure how he was going to sell his products online. Once Jason realized the high costs of producing his first rucks, he knew that going digital was the difference between “life and death,” and he turned to the internet.

Once online, GORUCK partnered with a marketing agency to use YouTube and Google Ads to speak directly with consumers and share its brand message. “Google Ads generates 11% of our web traffic and roughly 15%



JACKSONVILLE BEACH, FLORIDA

### GORUCK has 30 employees.

of our sales revenue,” said Jason, who cites an \$11 return for every dollar spent on the platform. Today, Jason’s team uses Google Analytics to keep an eye on their campaigns and Google Optimize 360 to run A/B tests and make adjustments on the fly. They also use Google Trends and Google Correlate to help them find search patterns in real time. GORUCK also relies on Google organizationally, using G Suite to communicate and stay organized. “We just find it better for collaboration,” Jason said.

Google Ads has helped GORUCK serve more than 55,000 customers to date and will continue to be a pillar of its marketing efforts moving forward. “I think it’s telling that our customers are making more than one transaction per customer,” said Jason. The company has grown both in size — it now has 30 employees — and in impact. It hosts thousands of events each year to help people get out and engage with the world. That includes its hallmark team endurance event, the GORUCK Challenge. “Technology is great, but we view it as a means to get people more active and involved in their communities,” concluded Jason.

### FLORIDA NUMBERS

**\$17.5 billion**

of economic activity Google helped provide for Florida businesses, website publishers, and nonprofits in 2018.

**\$16.3 million**

of free advertising was provided to Florida nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**105,000**

Florida businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google products allow us to look at the level of website activity and really see what people are responding to, which impacts our product development and sales strategy.”

SARA IRVANI, CEO, OKABASHI

## Okabashi

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

When the 1979 Revolution forced the Irvani family to leave their home country of Iran and abandon their family shoe business, they found themselves starting over in the historic shoemaking city of Buford, Georgia. After establishing himself in the community, Bahman Irvani relaunched the family shoe business, building a 100,000-square-foot shoe factory. That shoe factory eventually became Okabashi Brands, a footwear company that produces colorful, molded flip flops and sandals designed for foot health. Refusing to follow the trend of manufacturers moving operations overseas in the '90s, Okabashi is proud to be part of the 1% of shoe companies that still produce their footwear in the U.S. “My family chose to keep the business in the U.S. because we saw a lot of opportunity here,” said Sara Irvani, who took over Okabashi from her father in 2017. “There was a firm commitment made to our products and our community – and we are here to stay.”

Since the early 2000s, Okabashi has used the web to share its shoes with the world. “The web has helped us tell our story and find audiences that our retail channels don’t capture,” Sara said. Okabashi runs Google Shopping campaigns to sell its footwear to consumers searching for sandals or similar products. “It’s great when you can see people searching for ‘made in USA’ footwear,” said Sara. “Now we can serve them a shopping ad, and they can purchase affordable, American-made shoes.” Sara and her team



BUFORD, GEORGIA

### Okabashi has 200 employees.

also use Google Analytics to monitor web traffic and Google My Business to field reviews from customers. “Google products allow us to look at the level of website activity and really see what people are responding to, which impacts our product development and sales strategy,” said Sara. “Getting that feedback helps us better understand our customer, which is invaluable.”

Thanks in part to its loyal customer base, Okabashi has sold over 35 million pairs of shoes to date. The company is committed to sustainability, using recycled, American-made materials to reduce environmental waste. “Customers can send any of their old Okabashi shoes to our factory, we’ll recycle them, and they’ll get a 15% discount off their next pair,” Sara said. Okabashi also partners with nonprofit organizations to provide shoes for those in need and better the lives of footwear employees. “We’re a family company. We have fathers and daughters and husbands and wives who work together,” said Sara. “Those relationships are one of the most important things to us, and we never want to let them down.”

### GEORGIA NUMBERS

**\$7.15 billion**

of economic activity Google helped provide for Georgia businesses, website publishers, and nonprofits in 2018.

**\$7.45 million**

of free advertising was provided to Georgia nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**39,000**

Georgia businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**350+**

Georgians are employed full-time by Google. We’re proud to have offices in Atlanta and Austell, and a data center in Douglas County.



“The internet, and more specifically Google Ads, allows us additional opportunities to share our quality products with the world.”

SHERRIE HOLI, COO, BIG ISLAND CANDIES

# Big Island Candies

www.bigislandcandies.com

Allan Ikawa is in the business of giving, or the practice of omiyage (Japanese for “gift giving”), which is heavily ingrained in Hawaiian culture. It’s a concept that inspired him to create Big Island Candies, a gourmet confections company based in Hilo, Hawaii, that focuses on making high-quality, innovative indulgences that can be given as gifts. As an expression of gratitude toward the eventual recipient, Allan is dedicated to making sure his creations look good, taste good, and bring happiness to others. Allan and his wife Irma started Big Island Candies in 1977, and by 1999 they had graduated from a mail order catalog system to their first website. After that, the focus turned to attracting customers digitally. “That’s really why we turned to Google Ads. We needed help promoting and figuring out what to do. Google just opened us up to a whole new world,” said Sherrie Holli, president/COO of Big Island Candies.

“The real focus on Google Ads began a few years ago,” said Sherrie. That’s when the Big Island Candies team enlisted the help of marketer Daryl Johnson. “Our goal has always been to make sure that during peak holiday times, we have absolutely every channel open and available to secure orders. We’ve done display, remarketing, and search, and we’ve had a good amount of success with all of it,” said Daryl. Last year, approximately 30% of the company’s holiday sales were generated by Google Ads — a number Sherrie is looking



HILO, HAWAII

## Big Island Candies has 125 employees.

to increase in 2019. “The internet, and more specifically Google Ads, allows us additional opportunities to share our quality products with the world,” she said. Big Island Candies also uses Google Analytics as the primary tool for evaluating the performance of its website and Google My Business to help its Business Profile stand out on Google Search and Maps.

Today, Big Island Candies has two locations and employs 125 people, though that number can climb to a staff of 300 during peak seasons around the holidays. Future plans include adding to the Big Island Candies team and reaching more customers online. “We’re looking at getting into new markets, creating a more interactive retail experience, and definitely increasing our online sales,” said Allan. The company’s gift-giving culture will also continue to be integral to its success. “We’ve been able to start the Big Island Candies Foundation. We host an event through the foundation each year, we raise money for charitable organizations, and we award academic scholarships to deserving junior golfers in the community,” said Allan. “We’re here because the community supports us, so, in turn, we make it a year-round commitment to giving back and supporting them.”

### HAWAII NUMBERS

**\$226 million**

of economic activity Google helped provide for Hawaii businesses, website publishers, and nonprofits in 2018.

**\$923,000**

of free advertising was provided to Hawaii nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**4,500**

Hawaii businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“I look at the Google products as a complete toolbox for my business.”

HOMER BROWN, FOUNDER, HAMMER DOWN RIVER EXCURSIONS

# Hammer Down River Excursions

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



WHITE BIRD, IDAHO

Few Idahoans know the Salmon River better than Homer Brown. A native of White Bird, Homer grew up fishing on the river before joining the Army in 1999. After Homer completed his service in 2001, he returned to White Bird to make a living doing what he loves: guiding fishing trips on the river. Homer earned his captain's license and led tours for a local guiding business for eight years. In August 2017, he decided to use his experience to start Hammer Down River Excursions and show people how to fish the Salmon River like locals. After securing financing, Homer faced an even bigger challenge: attracting customers. In a town of just 91 residents, he knew the business needed to get online to be noticed. “It’s tough as a new business to figure out a marketing strategy,” Homer said. “There’s a lot of folks who want to go on fishing trips, but they can’t find us if they don’t know about us.”

Homer wasn’t sure where to start. After attempting to build the site himself, one of Homer’s customers recommended a small business support organization in Boise to help Homer launch a website where customers could easily book excursions. The company also helped him use Google Ads to drive more traffic to the site and set up a free Business Profile on Google that featured contact information, excursion photos, and customer reviews. Internally, Homer uses Gmail and Google Drive for document sharing and communications, and Google Calendar helps coordinate his guides’ schedules. Currently, 70% of

## Hammer Down River Excursions has 6 employees.

the company’s advertising budget is devoted to digital. “I look at the Google products as a complete toolbox for my business.” Homer said.

Last year, Hammer Down River Excursions served nearly 1,000 customers. The business’ rapid growth has allowed Homer to start offering tours of Hell’s Canyon, a popular region that he expects to double or triple his bookings. “Hell’s Canyon is more well-known than Salmon River, so advertising in that market and getting to the top of those search results is going to really boost our business.” Supporting his hometown of White Bird is both a personal and professional endeavor for Homer. “We’re nestled down in a canyon with a big bridge that goes over town,” he said. “Watching the cars go by, I think if we can attract just 1% of those people, it would really change the town and transform the economy.” To that end, Homer’s five-year plan for the business includes building lodging on site, adding another boat to his fleet, and offering a wider variety of activities. “As we offer more, I know Google’s going to be integral to our success.”

### IDAHO NUMBERS

**\$526 million**

of economic activity Google helped provide for Idaho businesses, website publishers, and nonprofits in 2018.

**\$967,000**

of free advertising was provided to Idaho nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**8,800**

Idaho businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“The revenue that we see coming through the Google channel rises with the spend that we put into it.”

CHARLIE MAYER, CEO, THE SPICE HOUSE

# The Spice House

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

In early 2018, Charlie Mayer took over as CEO of The Spice House, a gourmet spice shop owned by second-generation spice merchants Tom and Patty Erd. After six decades of family ownership, Charlie was the company's first outside leader, and he found himself tasked with the unique challenge of growing a homespun business online. “We’ve really tried to build on the brand value that has existed for a long time and push it onto the internet,” said Charlie. With locations in Chicago, Evanston, and Milwaukee, The Spice House is used to sustained foot traffic from curious customers who follow their noses after catching a whiff of fresh cinnamon or cardamom. “Spices are a really interesting product for the internet,” said Charlie. “If you’ve ever been to one of our stores, it’s a sensory experience.” But that’s not something they can easily translate online, so they needed their digital marketing efforts to work even harder — and Google has been a critical part of that.

Spearheading that effort has been Douglass Craig, a growth marketing expert who began working with The Spice House in March of 2018. “I was fascinated with the business and saw that it had a great potential for growth,” Douglass said. Douglass helped deploy new digital advertising efforts, including numerous Google Ads campaigns, which are currently responsible for 15% of online traffic and 20% of online revenue. “All of our advertising is digital,” said Charlie. The Spice House also uses Google



CHICAGO, ILLINOIS

## The Spice House has 75 employees.

My Business to boost the company’s visibility on Google Search and Maps and tools like Gmail, Google Docs, and Google Drive to collaborate across teams. “We’re a 100% Google shop,” said Charlie. “There are plenty of companies that use Google products, but we’ve embraced them wholeheartedly, and they make our business better.”

Since going digital, The Spice House has fostered a number of online communities where customers can share photos, recipes, and other user-generated content. “I love to just go on there and see the innovative things that people do — not just with our spices, but with food in general,” said Charlie. The business also shares its products by regularly contributing to local charities. Overall, Charlie and Douglass are excited that they’ve been able to reap the benefits of digital without losing the homespun nature of their business. And they are confident that they’ve established an approach with Google that will continue to propel them the forward. “We want to be big. We will be big. What we’ve done this year has been about designing a company and pouring a foundation,” concluded Charlie.

## ILLINOIS NUMBERS

**\$22 billion**

of economic activity Google helped provide for Illinois businesses, website publishers, and nonprofits in 2018.

**\$14 million**

of free advertising was provided to Illinois nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**41,000**

Illinois businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**1,000+**

Illinoisans are employed full-time by Google. We’re proud to have an office in Chicago.



“Our growth really came about when we started using Google Ads.”

DONALD EMERT, OWNER,  
JARHEAD HAULING AND JUNK REMOVAL

## Jarhead Hauling and Junk Removal

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

After serving in the Marine Corps for 22 years, Master Sergeant Donald Emert transitioned to the private sector, where he worked in sales and marketing for a number of companies. But when his wife, Vivian, was diagnosed with metastatic breast cancer, he knew something had to change. “I wanted a better quality of life, and I didn’t want my wife to have to stress about her health condition,” said Donald. Donald and Vivian began looking for business ideas and found one in a place they didn’t expect: a pile of junk outside their house. “We had some junk and trash we had to haul away ourselves and thought maybe other people have the same problem,” Donald said. Once they had the idea, things moved quickly. They came up with a company name, bought their first truck and trailer, and launched a website. “We realized it was imperative to not just have a user-friendly website, but to be visible,” said Vivian, who had previous experience working in digital marketing. “We went to Google, put in our business name, and saw we were on page two. And that’s when the light bulb came on in both our heads — how do we get to page one?”

Jarhead Hauling and Junk Removal began running Google Ads campaigns in May 2018. “Our growth really came about when we started using Google Ads,” said Donald. “It was like a light switch. I went from hardly any phone calls to having to resign from the company I was working for at the time.” According to Vivian, 90% of the company’s business comes from Google Ads. Jarhead

Jarhead Hauling and Junk Removal has 4 employees.

Hauling and Junk Removal also uses Google My Business to make it easy for customers to view its business hours and contact information. “Our success can be attributed to Google Ads and staying on top of our business profile on Google to make sure everything on there is relevant.”

With the help of Google Ads, Jarhead Hauling and Junk Removal saw 8X year-over-year revenue growth — and it shows no signs of slowing down. The Emerts recently added another branch in the nearby city of Lafayette and hope to open six more locations to be managed by other veterans. “We’ll pay for the ads and do the logos, and they’ll keep the majority of the profit,” said Donald. “We don’t want to get rich off them. We want to help them.” Today, the Emerts are happy to report that Vivian’s cancer is in remission as she continues to be an integral part of the company’s success. “When my wife and I started this business, our motivating factor was a better quality of life for our family, and it feels really good to say we’ve achieved that,” concluded Donald. “We want to do the same for other veterans.”



FORT WAYNE, INDIANA

INDIANA NUMBERS

**\$2.13 billion**

of economic activity Google helped provide for Indiana businesses, website publishers, and nonprofits in 2018.

**\$3.14 million**

of free advertising was provided to Indiana nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**13,000**

Indiana businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google is going to play a huge role in how we stay organized and getting the word out as we bring our ideas to life.”

KATIE COLONY, CO-OWNER, COLONY PUMPKIN PATCH

## Colony Pumpkin Patch

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

Wife-and-husband duo Katie and Dean Colony knew their family-owned, fourth-generation farm needed to shake things up to continue thriving. In 2005, Katie and Dean decided to transform their traditional farm into Colony Pumpkin Patch, focusing on creating family-friendly activities that everyone can enjoy during the summer and fall. Looking to attract more visitors, Katie quickly realized that going digital was the key to getting noticed by tourists and locals alike. “I knew from the beginning that we needed to go digital because people get their information online, so I made a website,” Katie said. Soon after, Rob Miller, a marketing specialist, joined the team to help grow the business’ online presence with budget-friendly, easy-to-use products.

To boost awareness for Colony Pumpkin Patch and ensure people can easily find it on Google Search and Maps, the team uses Google My Business. “Increasing our visibility on Maps is especially important for us because farms are not easy things to just stumble upon,” Miller said. Katie stirs up more interest for Colony Pumpkin Patch by showcasing event photos on the business listing and using it to update potential visitors in real time. “It’s great to be able to quickly and easily update our hours on Google when we have bad weather,” Katie said. Colony Pumpkin Patch also uses Google Ads to reach potential visitors and ensure the farm stands out in a competitive seasonal market.



NORTH LIBERTY, IOWA

### Colony Pumpkin Patch employs 40 people at the peak of the season.

Today, about 70% of the business’ ad spend goes to digital. The team has generated thousands of online impressions since using Google tools, and they are passionate about paying their success forward. “Our family has been in this community for many years, so we want to continue to support it as it grows by helping families make memories,” Katie said. The duo is offering donations to nonprofit organizations and other worthy causes. The Colony Pumpkin Patch team hopes to become a year-round business in the future. “One of our biggest goals is expanding into other seasons, including the spring, summer, and holiday season,” Katie said. “Google is going to play a huge role in how we stay organized and getting the word out as we bring our ideas to life.”

#### IOWA NUMBERS

**\$1.04 billion**

of economic activity Google helped provide for Iowa businesses, website publishers, and nonprofits in 2018.

**\$1.37 million**

of free advertising was provided to Iowa nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**7,100**

Iowa businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**200+**

Iowans are employed full-time by Google. We’re proud to have a data center in Council Bluffs.<sup>1</sup>



“Google Ads is one of our biggest traffic drivers, especially for new visitors.”

JASON OWEN, DIRECTOR OF E-COMMERCE OPERATIONS, PERUVIAN CONNECTION

## Peruvian Connection

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

 TONGANOXIE, KANSAS

In 1976, Annie Hurlbut was researching anthropology in Peru when she fell in love with the extraordinary handwoven textiles sold in the markets of Cuzco. Then she gifted an alpaca sweater to her mother, Biddy, who became equally as fascinated with its craftsmanship. These experiences inspired them to start Peruvian Connection, a luxury women's clothing company that designs and sells artisan-made Peruvian clothing and accessories. “The amount of detail and care that goes into each garment is unheard of in the industry,” said Elise Longbottom, director of marketing and brand strategy. In 1997, the company launched a basic website, but it didn't start focusing on its e-commerce business until 2006. “Since then, it has just snowballed,” said Jason Owen, director of e-commerce operations. “We started doing some paid search around that time, and that's really helped grow our overall presence online.”

Today, 28% of the organization's total web traffic and more than 15% of its online sales come from Google Ads. “Google Ads is one of our biggest traffic drivers, especially for new visitors,” said Jason. “We started out very small-scale, but it's something that we continually use to help leverage and grow our business.” Peruvian Connection also uses Google Analytics to monitor its paid search campaigns and Google My Business to display information about its retail stores in London and the U.S. “We rely on a number of Google

### Peruvian Connection has 230 employees.

products in our various day-to-day activities,” Jason said. “Google tends to be at the forefront of a lot of different technologies, so that's a big attraction for us.”

Peruvian Connection remains connected to its roots by supporting philanthropic organizations and nonprofits that serve women's needs across Latin America. “Being a female-founded and -owned business, we really love the mission of female entrepreneurship,” said Elise. Despite their success, the team at Peruvian Connection hasn't forgotten how it all started. “We're a family-owned business, and we make sure the whole team feels like a family,” said Jason. “It creates this extraordinary community where we're able to do amazing things.” Moving forward, Peruvian Connection plans to keep using the Google platform and start running ads on YouTube to better reach the next generation of shoppers. “We need to make sure that we're telling our story and that it's connecting with that audience,” Jason concluded.

### KANSAS NUMBERS

**\$1.91 billion**

of economic activity Google helped provide for Kansas businesses, website publishers, and nonprofits in 2018.

**\$1.07 million**

of free advertising was provided to Kansas nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**7,200**

Kansas businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Most of our leads come from Google Ads.”

DON GERARD, JR., OWNER/FOUNDER,  
LAND SHARK SHREDDING

## Land Shark Shredding

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

Don Gerard Jr. served in the United States Air Force for four years before going on to work for a number of banks and private companies. These experiences exposed him to mountains of sensitive data, and the way his employers handled it constantly worried him. This concern ultimately inspired him to found Land Shark Shredding in 2007. “We’re a professional security company that protects people’s confidential and personal information by destroying it properly,” said Don. Although he had a decade of experience safeguarding data, Don had no idea where to start when it came to building his business’ online presence in 2017. Health challenges such as multiple sclerosis and loss of vision made it even harder, but thankfully he had friends and colleagues who could help him get his business on the right track. “I had to find out what other people were using and figure out what helped them find success online,” Don said.

When he sought his friends’ expertise, Don found that many of them were using Google tools to bring their businesses online. “I knew Google tools would work for me because they worked for the people I know and trust,” said Don. With the help of his team, Don now uses Google tools to make sure Land Shark Shredding gets noticed online. Google Ads helps Don reach the right customers and increases the company’s visibility on search. “Most of our leads come from Google Ads,” Don said. “We’ve had really good success



BOWLING GREEN, KENTUCKY

### Land Shark Shredding has 15 employees.

with it.” Land Shark Shredding’s Business Profile on Google helps it capture customers’ attention by showcasing important business information and featuring stellar reviews. Don also makes sure his team consistently uses Google Analytics to optimize its campaigns to better meet customer needs and behavior.

When Don founded Land Shark Shredding 12 years ago, the business was just him and a single truck. Today, Land Shark Shredding employs 15 people and operates across 22 states — with 500 recurring clients and close to 25 federal contracts. As his business continues to grow, Don makes sure to pay his success forward by donating to charitable causes that are close to his heart. “My particular passion is fighting multiple sclerosis because I’ve had it for a long time,” said Don. In the next few years, Don plans to continue strengthening the company’s online presence to reach more customers and further grow his business. “I plan to start using Google Ads more and more because it has definitely had a real impact on our company,” said Don.

### KENTUCKY NUMBERS

**\$1.06 billion**

of economic activity Google helped provide for Kentucky businesses, website publishers, and nonprofits in 2018.

**\$1.14 million**

of free advertising was provided to Kentucky nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**9,700**

Kentucky businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google will play a big role in what we’re able to do in the future.”

AVERY SMITH, CEO, LOUISIANA CRAWFISH COMPANY

## Louisiana Crawfish Company

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

In 1985, David McGraw purchased a small piece of land in Natchitoches, Louisiana, and started raising crawfish to support his family. But what started as a relatively small operation transformed when a friend asked David if he could ship the delicacy to the East Coast. David saw an opportunity to grow his business, and he began shipping crawfish to markets and restaurants all over. When Louisiana Crawfish Company launched its first website in 1998, David also started to market to consumers directly. “E-commerce was a whole other world that allowed us to reach individual consumers, which is the majority of our customer base at this point,” said Avery Smith, David’s daughter and the company’s CEO. “The impact of having a website and being able to reach people all across the globe is immeasurable, and it has to do with our growth,” she continued. Today, the company is set to take that growth even further with the launch of a new website and a budget devoted almost entirely to digital advertising and optimization.

Google products help the business spread the word about the crawfish and other specialty Louisiana food products it sells. “We use Google Analytics to track clicks and conversions so we can make better decisions about our advertising dollars. We also use the G-Suite tools to manage internal communications and YouTube to share our company philosophy and how we do things,” said Avery. Those YouTube videos are also featured on the



NATCHITOCHEs, LOUISIANA

### Louisiana Crawfish Company has 45 employees.

updated Louisiana Crawfish Company website. “It’s important for us to stay on top of the times and keep up with the technology available to us,” said Avery.

Today, David’s little crawfish are bringing in big business, led in part by Google Ads, which directly contributed to more than \$2.1 million in sales last year. What started as a small family-run farm in rural Louisiana is now the top crawfish distributor in the state. The company’s staff of 45 serves around 40,000 customers each year all across the country, and the company has plans to further expand its business internationally. “In addition to the U.S., we ship to Canada and Puerto Rico. We’ve also done test shipments to South Korea and Colombia. We’re looking to expand into more international shipping,” said Avery. “And Google will play a big role in what we’re able to do in the future.” Reflecting on her journey, Avery said, “Being a part of a company my father built and continuing to grow it for future generations is incredible.”

### LOUISIANA NUMBERS

**\$862 million**

of economic activity Google helped provide for Louisiana businesses, website publishers, and nonprofits in 2018.

**\$916,000**

of free advertising was provided to Louisiana nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**9,100**

Louisiana businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“The internet and Google have really connected customers to us.”

JULIAN KLEND, FOUNDER, MAINE LOBSTER NOW

# Maine Lobster Now

[www.maine lobster now.com](http://www.maine lobster now.com)



PORTLAND, MAINE

Many Americans, especially those who don't live on the East or West Coasts, have a hard time accessing fresh seafood. Often, the seafood they can get their hands on has likely been sitting in a cooler in the back of a grocery store for days. This inspired Julian Klenda, a lifelong resident of Portland, Maine, to launch Maine Lobster Now, a company that overnight ships fresh-caught Maine lobster to the crustacean-deprived across the country. "People love coming to Maine for the food and the experience," said Julian. "We're giving people an opportunity to enjoy a piece of that at home." Since launching in 2012, Julian has used the internet to reach consumers who crave the kind of fresh seafood he provides. "Connecting the seafood industry to modern technology has been the key to success," Julian said. "Especially with Google, we've really been able to connect to customers."

Google Ads is one of Julian's top sources for new revenue. His team runs text, display, and video ads and adjusts them based on what they know about the audiences they're trying to reach. "If someone in Louisiana is searching to buy lobster, the ad would say, "We ship to Louisiana," said Julian. "I think it's pretty cool that Google Ads is that powerful and that we have that much control over what the consumer is seeing." Maine Lobster Now also uses Google Analytics to inform its search strategy and Google Trends to see what people are searching for at different times of the year. "It's great to have a tool that gives

## Maine Lobster Now has 50 employees.

you an inside scoop on what's going on," Julian said. "It definitely helps us meet consumer needs a lot better."

Filling a big need for residents in the middle of the country (as well as a lot of stomachs), Maine Lobster Now has successfully provided access to fresh seafood to more than 75,000 customers and has grown 100% in revenue year over year. "I set three- to five-year goals, and we typically meet them within one or two years because of our partnership with Google," said Julian. "It's really trained me and forced me to think on a much larger scale." Maine Lobster Now also donates money to a number of different charities and supports its community by working with local fisherman. Moving forward, Julian hopes to expand by sourcing more seafood from the West Coast and by adding a direct-to-chef program to the website. "I realize how big the world and the market is, so we're considering expanding to other seafood," said Julian. "Our plan is to keep our foot on the gas and continue to double our business as well as our impact in the lobster and seafood industry."

### MAINE NUMBERS

**\$560 million**

of economic activity Google helped provide for Maine businesses, website publishers, and nonprofits in 2018.

**\$673,000**

of free advertising was provided to Maine nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**3,600**

Maine businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“G Suite makes it easy for my customers and my employees in the field to stay connected.”

ANDREW WEISS, FOUNDER, DRAGON SCALE FLOORING

# Dragon Scale Flooring

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

In 2015, Andrew Weiss, a veteran of the U.S. Armed Forces, started Dragon Scale Flooring in Laurel, Maryland. Using his background in chemistry, Andrew began installing epoxy floors with a team of experienced professionals. As the business picked up steam, more customers, general contractors, and even large retail companies started reaching out for work. “Within a few years, the business transformed from just an epoxy company to a full-service flooring company that services the entire East Coast,” Andrew said. At first, Andrew relied just on word of mouth and his company’s unique name to pique people’s interest, but he knew he needed to do more to drive brand awareness in a competitive market. “When starting, the name of the game is obviously brand recognition,” said Andrew. “In this day and age, though, you also have to do some sort of digital marketing because the second you aren’t there, your customer won’t find you.”

Andrew uses Google Ads to reach potential customers who are searching for Dragon Scale Flooring or the services his company offers. “I started using Google Ads myself, then, as my company grew, I hired a marketing team to manage it,” he said. Andrew also uses Google My Business to further boost visibility on Google Search and Maps as well as G Suite tools like Gmail, Calendar, and Drive to communicate and collaborate with his



LAUREL, MARYLAND

## Dragon Scale Flooring has 14 employees.

team. “Everything is tied together,” said Andrew. “G Suite makes it easy for my customers and my employees in the field to stay connected.”

With the help of Google Ads, Dragon Scale Flooring has seen steady year-over-year revenue growth, becoming a multi-million-dollar company in 2018. Andrew says that 100% of his marketing budget goes toward digital advertising, which leads to 60-70 requests for work per day. The company tries to pay it forward by donating money to local organizations and doing free flooring jobs for military facilities. Andrew also hopes to raise money to buy a van to provide transportation for homeless veterans in the area. “I don’t work a day in my life,” said Andrew. “I love what I do, I love helping the community, and I love working with my employees.” In the future, Andrew wants to see Dragon Scale Flooring become a franchise with offices across the country — or even the world. “With Google, I can connect my company seamlessly,” he said.

### MARYLAND NUMBERS

**\$3.92 billion**

of economic activity Google helped provide for Maryland businesses, website publishers, and nonprofits in 2018.

**\$8.74 million**

of free advertising was provided to Maryland nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**32,000**

Maryland businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google tools will continue to play a huge role in growing our brand awareness.”

MANASI GANGAN, FOUNDER, NESTED BEAN

## Nested Bean

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

When Manasi Gangan was on maternity leave with her son, she experienced what so many parents of newborn children do: sleep deprivation. “I realized how difficult it gets to maintain your sanity when you’re lacking sleep,” said Manasi. “I wanted to solve the problem because I felt it firsthand.” Manasi noticed her son only slept in her arms or when she rested her hand on his chest. One night she replaced her hand with a small stuffed toy, and to her amazement, he remained asleep. “I started adding things around his body to mimic my embrace,” said Manasi. After months of research and testing, Manasi unveiled Nested Bean’s Zen Swaddle, the world’s first gently-weighted swaddle for infants, in 2013. Starting out as a B2B company, Nested Bean soon decided to sell to consumers directly. “Because of the middle man, it became extremely hard for us to tell our own story,” said Manasi. “We had to find a way to educate our customers ourselves.”

In 2016, Nested Bean gutted its existing e-commerce platform and started exploring Google solutions like YouTube, Google Ads, and the Google Marketing Platform. With the help of the YouTube team, Manasi created the company’s first educational video. “We started using it on YouTube and social media and saw awareness really grow,” said Manasi. Today, Google Ads is responsible for more than 30% of the company’s total revenue, contributing to its impressive 3X year-over-year growth since 2016. Nested



HUDSON, MASSACHUSETTS

### Nested Bean has 6 employees.

Bean also uses Google Optimize and Analytics to run A/B tests and make continuous improvements to its campaigns. “Google Analytics is pivotal to improving the performance of our ads and in turn our business,” said Manasi.

Having served more than 500,000 customers, Nested Bean has evolved from one unique product to a full sleep and wellness brand for infants, including resources and advice for families around the world. “Google tools will continue to play a huge role in growing our brand awareness,” Manasi said. That awareness has created new possibilities like a social media group that Nested Bean moderates where new parents can share their sleep challenges and offer support. Nested Bean also donates its products to hospitals where they are often used for babies affected by exposure to drugs in the womb. Manasi sees the future of Nested Bean as a consumer technology company and hopes to cross the \$100 million revenue mark within five years. “Nested Bean has become bigger than one person” she said. “It’s so gratifying to see the impact that you can create.”

### MASSACHUSETTS NUMBERS

**\$13.4 billion**

of economic activity Google helped provide for Massachusetts businesses, website publishers, and nonprofits in 2018.

**\$12 million**

of free advertising was provided to Massachusetts nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**30,000**

Massachusetts businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**1,600+**

Bay Staters are employed full-time by Google. We’re proud to have an office in Cambridge.



“Google Analytics gives us the data and metrics we need to make smarter marketing decisions.”

NIKKI GORDON, DIRECTOR OF MARKETING,  
SUBURBAN BOLT AND SUPPLY

## Suburban Bolt and Supply

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

In 1971, two veterans, Jerry Kelley and Carl “Pete” Peterson, founded Suburban Bolt and Supply, a company that provides industrial products to clients in the greater Michigan area. More than 40 years later, the company is flourishing under the leadership of their children, Jerilynn Pintar and Eric Peterson. “At first, we both did pretty much everything we could to run away from the family business,” said Eric. “But eventually we decided to make a go at it because it was something our dads created and it’s filled with good people who care.” Jerilynn was driven to get Suburban Bolt and Supply’s employees familiar with digital. The company established an online ordering system in 2006 but quickly moved away from e-commerce when the team realized their digital strategy wasn’t driving enough sales. “We didn’t have an awareness campaign,” said Jerilynn “So while you could place orders online, no one knew we offered that option.”

In 2016, Suburban Bolt and Supply brought on Nikki Gordon, a digital marketing specialist, to iron out its digital strategy. Nikki started using Google Ads and Google Analytics to reach potential clients and learn more about their search habits. “We found that there was a strong need for the services that we provide and the commodities that we sell,” she said. “There was a huge amount of search volume out there, so we utilized it.” Based on that information, Suburban Bolt and Supply began



ROSEVILLE, MICHIGAN

### Suburban Bolt and Supply has 74 employees.

tailoring its search campaigns to better reach consumers and drive traffic to its website. “Google Analytics gives us the data and metrics we need to make smarter marketing decisions,” Nikki said. The company also uses Google My Business to boost visibility on Google Maps and Google Search and to respond to customer reviews. “Within a couple of clicks, we know how people found us,” said Nikki.

Today, Google Ads accounts for about 40% of the company’s website traffic. According to Nikki, search campaigns generated 1,300 leads that resulted in 126 new customers. “We plan to continue to grow moving forward — even more so now with Google behind us,” said Eric. Having established a successful digital strategy, Suburban Bolt and Supply plans to reinstate e-commerce sales in the near future. But for now, the company is focused on sustaining its growth, taking care of its people, and making an impact within the local community. “Donating to charities is important to our staff,” said Jerilynn. “The best part of working here is that we really are a family. We look out for each other. That’s one of the reasons our employees love being here and our customers love buying from us.”

### MICHIGAN NUMBERS

**\$6.41 billion**

of economic activity Google helped provide for Michigan businesses, website publishers, and nonprofits in 2018.

**\$4.9 million**

of free advertising was provided to Michigan nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**27,000**

Michigan businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**600+**

Michiganders are employed full-time by Google. We’re proud to have offices in Ann Arbor and Detroit.<sup>1</sup>



“We’ve seen great success with Google Ads.”

TIM MURPHY, CEO, BRANCH BASICS

# Branch Basics

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

Marilee Nelson has long been an advocate of clean living. It started when illness had her facing a kidney transplant and she needed to change her diet and lifestyle. Years later, her 10-year-old son Douglas was exposed to high levels of pesticides, leaving him extremely sensitive to chemicals. Determined to heal him, Marilee learned how chemical exposure can impact health and removed all products with harmful chemicals from their home. Douglas recovered, but soon after, Marilee’s niece, Allison Evans, was experiencing unexplained pain. Marilee invited Allison and her best friend Kelly Love to join her at her home for a summer detox. Soon, Allison was pain-free, too. Marilee had now seen and experienced enough to know there was a need for clean products. Together with Allison and Kelly, she started Branch Basics, a company that makes and sells natural, non-toxic cleaners and laundry detergents.

In 2009, the team launched a website with two goals: sell cleaning products and educate people on health and wellness. “Cleaning was always our way of opening people up to the wealth of knowledge that Marilee had,” said Kelly. “We truly are an education company – that’s where our heart is.” Using a content marketing strategy, the trio initially focused on search engine optimization to promote products and blog posts. They saw success and eventually decided to try paid search with Google Ads as well.



MINNEAPOLIS, MINNESOTA

## Branch Basics has 8 employees.

Today, Google Ads accounts for about 20% of the company’s total site traffic. “We’ve seen great success with Google Ads,” said Tim Murphy, CEO of Branch Basics. The company also uses Google Analytics to monitor its campaigns and G Suite tools like Hangouts, Docs, Sheets, and Drive to stay connected.

Google has helped Branch Basics educate more people about the dangers of toxic cleaning products and sell more of its safe-to-use cleaners and detergents. “We love hearing that someone else’s life has been transformed,” said Marilee. Branch Basics plans to continue growing. Moving forward, Branch Basics wants to continue to build on its mission to help those suffering from chemicals by offering clean-living experiences. “We do eventually see ourselves going beyond just cleaning,” said Kelly. “We want to open a space that serves clean food and products, where people can come and experience what we’re preaching.”

### MINNESOTA NUMBERS

**\$6.41 billion**

of economic activity Google helped provide for Minnesota businesses, website publishers, and nonprofits in 2018.

**\$6.9 million**

of free advertising was provided to Minnesota nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**20,000**

Minnesota businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“I can’t express enough how much Google’s been part of our growth.”

CHRIS CLARK, CO-OWNER, THE PIG & PINT

## The Pig & Pint

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

When Chris Clark and Grant Hutcheson started cooking on the competition circuit, they didn’t expect it would lead them to open one of the highest-rated barbeque restaurants in Mississippi. But that’s exactly what happened in 2014 when they opened The Pig & Pint, which has since been named the best barbeque in the state by multiple media outlets. “When we started the restaurant, we didn’t know what to expect in terms of customer feedback,” said Chris. “Giving them the same high-quality barbeque that we competed with has been a great success for us.” Chris knew that to reach tourists – and locals – looking for barbeque in the Greater Jackson area, The Pig & Pint had to have a strong digital presence. “If you’re going from Texas to Florida, you’re coming through Jackson,” he said. “Our online presence has helped us immensely. On any given day, 20-30% of our customers are from out of town.”

To boost visibility on Google Search and Maps, The Pig & Pint uses Google My Business. It allows Chris to see and respond to customer reviews. “We’re in the service industry, so we have to give the customers what they want,” said Chris. “Being able to engage with them instantly is a wonderful thing.” The Pig & Pint recently started using Google Analytics to learn more about its audience, and it relies on Google Ads to better reach them. “With Google Analytics, I’m able to see that 75% of people who are finding us are just searching for restaurants and barbeque,” said Chris. “Ever since we started



JACKSON, MISSISSIPPI

### The Pig & Pint has 25 employees.

using Google Ads, if you type in ‘barbeque in Jackson, Mississippi,’ we’re popping up at the top.” Chris also uses G Suite tools like Gmail, Calendar, Docs, and Drive to keep his operation organized.

With Google, The Pig & Pint has had a lot of success getting the word out to local barbeque lovers as well as those passing through Jackson. “I’m still amazed at how many people from all over the world end up finding us through Google,” said Chris, who cites Google as a driver of the business’ impressive 15% year-over-year growth. Chris plans to increase his Google Ads budget moving forward and wants to explore using YouTube. Grant also uses his competitive cooking skills for good by regularly participating in charity fundraisers to raise money for kids with pediatric brain cancer and local community centers. Their success has encouraged them to consider opening two more locations in the next three to five years. “We started in my parent’s garage tweaking and working recipes. It’s incredible to be where we are and on the verge of so much more” concluded Grant.

### MISSISSIPPI NUMBERS

**\$168 million**

of economic activity Google helped provide for Mississippi businesses, website publishers, and nonprofits in 2018.

**\$578,000**

of free advertising was provided to Mississippi nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**3,100**

Mississippi businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google gives us the opportunity to get our message across to so many more people.”

ARASH AMINI, CEO, AMINI’S

## Amini’s

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

When Mack Amini met his future wife, Jeanna, playing pool at a teen center in Oklahoma City, he had no idea how prophetic that night would be. Mack went on to build a successful business selling pool tables with her by his side as CFO. Founded in 1975, Amini’s is a family-owned specialty furniture store that sells a range of American-made products, including game room furnishings and lighting. “We don’t sell junk. We sell good, better, and best,” said Mack Amini’s son, Arash, CEO of Amini’s. “Our customers know that they’re coming here for quality.” Amini’s prided itself on catering to its local markets, but competing against mass-market online retailers was a challenge. To try and find its place among these larger competitors, the company launched a website called Gameroom Champ. It was surprised by how well it did. Encouraged by its success, Amini’s sought to maximize its e-commerce opportunities.

The company hired Dominic Acello, general manager and head strategist at a marketing agency, to help it focus on Amins.com and bolster its digital marketing efforts. “Right now, 18% of our ad budget is currently spent through Google Ads,” said Acello. “It was less than 10% not even a year ago, and it’s likely going to get higher.” Amini’s runs targeted ads across Google’s Search and Display networks and uses Google Analytics to optimize its campaigns on the fly. The company recently implemented Google’s conversion tracking



ST. LOUIS, MISSOURI

### Amini’s has 65 employees.

and saw a 40% increase in leads and a 620% increase in location requests from June to November. Amini’s also uses Google My Business to boost visibility on Google Search and Maps. “We get contacted every day by people interested in what we’re selling,” said Arash. “They are often excited to find out that we’re an established, local brick-and-mortar dealer who really knows our stuff.”

Amini’s currently serves more than 12,000 customers per year and employs 65 people across four locations in St. Louis, Kansas City, Tulsa, and Oklahoma City. The company has become part of the fabric of each community, contributing to various charitable organizations and donating furnishings and gift certificates whenever it can. “Every little bit that we can do to be there for people and to give to the community, it comes back to us tenfold,” said Arash. Moving forward, Amini’s hopes to achieve 10X revenue growth, but that doesn’t necessarily mean opening more stores. “With Google, the web, and the right partners, we won’t need to have a physical location in any other markets,” said Arash. “Amins.com is our new store – and it’s for every market.”

### MISSOURI NUMBERS

**\$2.98 billion**

of economic activity Google helped provide for Missouri businesses, website publishers, and nonprofits in 2018.

**\$5.63 million**

of free advertising was provided to Missouri nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**16,000**

Missouri businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google has been a huge asset for us.”

SARAH BUDD, CO-OWNER, ALPACAS OF MONTANA

## Alpacas of Montana

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

They say good things come in threes. And it was three very clear signs that led husband-and-wife team James and Sarah Budd to switch careers and open an Alpaca farm and textile manufacturing company. More than a decade ago, James was working in surgery and Sarah in manufacturing. They wanted to launch their own business, and then a single day changed everything. First, James saw a flyer advertising an alpaca farm. Later that afternoon, he stumbled across an article about how lucrative alpaca farming could be. That evening, James' sister mailed the Budds information about an open house at a nearby alpaca farm. The signs were too much to ignore, and the Budds decided to start Alpacas of Montana. They've been raising and selling alpacas ever since. The business grew to include multiple brick-and-mortar locations, but after seeing success online, they decided to switch and go 100% digital.

At first, they struggled to create a successful marketing strategy. That's when they turned to Google. “Our product sells well, but it has to be in front of the right people. The wonderful thing about Google Ads is we can see what, where, when, how much, and how often people are searching,” said James. In addition to Google Ads, the Budds use Google Analytics to keep track of their target markets and where to expand. “With Google Analytics I can see exactly where our budget is going and if it needs to



BOZEMAN, MONTANA

### Alpacas of Montana has 6 employees.

be redirected. I can turn off blanket advertising and spend money on specific advertising instead,” Sarah emphasized.

Last year, Alpacas of Montana served nearly 10,000 first-time customers alone. With Google Ads, the company saw a 318% return on investment in January 2018 (well over its 250% goal). “Google contributes to about 32% of our sales, which is essential,” said Sarah. “I don't think we would be in business without this combination of tools from Google.” Despite its impressive growth, the company remains connected to its local community and is making strides to provide jobs in the area. “A select variety of our products are handmade in Bozeman by families who knit for us,” said James. “We're also working closely with the Crow Indian Reservation to set up our product lines there and create jobs.” In the future, the Budds will continue to expand international sales and aim to produce bolts of alpaca fabric for their designers to utilize. “We're really excited about this next phase of our growth and how Google is going to fit in,” said James. “There's no way we could run our company or promote our products without Google.”

#### MONTANA NUMBERS

**\$164 million**

of economic activity Google helped provide for Montana businesses, website publishers, and nonprofits in 2018.

**\$1.47 million**

of free advertising was provided to Montana nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**3,000**

Montana businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“50% of our online traffic comes from Google organic search.”

CHRIS HUGHES, FOUNDER, ARTIFACT BAGS

## Artifact Bags

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



OMAHA, NEBRASKA

When Chris Hughes lost his job during the Great Recession, he found himself re-evaluating what he could do to make a living. Drawing on his passion for vintage military style and utilitarian design, Chris started Artifact Bags in his basement studio in 2010. Using a secondhand sewing machine, he began making bags, aprons, and accessories from domestically sourced fabric and hardware. Chris quickly launched an e-commerce website and began selling his products on other e-commerce platforms. “I read pretty much every business book I could get my hands on so I could understand all the operational aspects of scaling a business,” said Chris. But it wasn’t until one of his bags was reviewed on two popular websites that business really started to take off. “I immediately received hundreds of orders, and while that was great, I realized I needed to figure out how I could fully capitalize on this opportunity,” he said.

At first, Artifact Bags relied on word of mouth to drive customers to its website. “I had an ‘if you build this, they will come’ approach,” said Chris. While Chris received press from his approach, he had to make sure his website was visible to people searching for his bags, so he turned to Google for help with search engine optimization. Products like Google Search Console and Google Analytics helped him measure organic search traffic and website performance – both of which he still uses today. “50% of our

### Artifact Bags has 11 employees.

online traffic comes from Google organic search,” Chris said. The Artifact Bags team also relies on G Suite apps like Gmail, Calendar, Docs, and Drive to collaborate and stay organized.

Since opening, Artifact Bags has grown more than 20% year over year, and Chris plans to launch a dedicated apron site this year. With Artifact Aprons, Chris plans to use Google Ads to reach people who are searching for aprons or similar items. “Digital marketing has become much more sophisticated in the last several years,” said Chris. “We can tailor our message to the individual.” As his company continues to grow, Chris is looking forward to donating more of his products and profits to charitable causes. He is proud of overcoming unemployment and being able to provide jobs for others. “It blows me away to see all these talented artisans that we’ve been able to bring into the fold,” said Chris. “We feel really proud that we’ve been able to go against the grain and create this thing that we put our hearts and souls into.”

### NEBRASKA NUMBERS

**\$4.53 billion**

of economic activity Google helped provide for Nebraska businesses, website publishers, and nonprofits in 2018.

**\$973,000**

of free advertising was provided to Nebraska nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**6,200**

Nebraska businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Our business would never even be able to exist if it wasn’t for the Internet.”

PAUL SERRA, OWNER, SUDDORA

## Suddora

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

When college student Paul Serra got a summer job working at a video store for Adam Topping, neither dreamed they would end up running a multi-million-dollar business together. While working at the store, Paul, a lifelong guitarist, was also thinking about selling sweatbands and other promotional products with his band’s logo on them. He did some market research. “It turned out that a lot more people wanted sweatbands for athletic use,” Paul said. Having become friends, Paul and Adam teamed up to launch Suddora, a sweatband and sporting accessories brand, in 2008. By focusing on a niche market and offering dozens of colors and sizes, Suddora was able to find an audience online. “You can go into any sporting goods store and buy a sweatband or two, but you can’t buy them in 20 different colors because no store is going to stock that inventory,” said Paul. “Our business would never be able to exist if it wasn’t for the internet.”

Paul and Adam didn’t find Suddora’s customer base on their own; they used Google Ads to better reach people searching for sweatbands or similar products online. “We were using Google’s Shopping ads from the beginning,” Paul said. Suddora also uses Google Analytics to learn more about its customers and to optimize its search campaigns. “We look at different data to see what is and isn’t working and update our site to make



LAS VEGAS, NEVADA

### Suddora has 5 employees.

conversions better,” said Paul. In addition, Paul relies on G Suite tools like Gmail, Calendar, and Drive to stay organized.

Suddora allocates almost 90% of its marketing budget to digital advertising and reports a \$1.50 return for every \$1 spent on Google Ads. In 2018, the company launched a U.K. website and served more than 160,000 customers worldwide. Suddora gives back each October by donating 10% of its sales to fighting breast cancer and sponsoring a number of local sports teams. “Our community is online,” said Paul. “We always find people to partner up with and to sponsor or donate to.” Paul and Adam have come a long way from the video store, and they plan to keep on going, growing their headband business and expanding their football category to include accessories like towels and hand warmers. “Some of Adam’s friends were taking bets on how fast we’d fold after we launched in 2008. But we’re still very much here, and we will continue giving our customers high-quality products,” Paul said.

### NEVADA NUMBERS

**\$3.22 billion**

of economic activity Google helped provide for Nevada businesses, website publishers, and nonprofits in 2018.

**\$2.23 million**

of free advertising was provided to Nevada nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**14,000**

Nevada businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google tools allow us to reach out to people we wouldn’t normally have access to.”

DAVE FULLER, OWNER, FULLER’S SUGARHOUSE

## Fuller’s Sugarhouse

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

Dave Fuller will admit that he’s a syrup guy first and a businessman second. Dave grew up on a small farm in rural New Hampshire, where he learned about maple syrup from his grandfather, an experienced sugarmaker. Dave would do it all, from tapping trees to gathering sap and boiling syrup. Years later, Dave used his knowledge to open Fuller’s Sugarhouse along with his wife, Patti. “[Producing syrup] really is my passion in life, and I’ve been able to figure out how to make a living at it,” said Dave. Based in Lancaster, Fuller’s Sugarhouse produces up to 9,000 gallons of pure maple syrup each spring. Making syrup isn’t its challenge: “We’re located in an extremely rural area, which means we have a lot of maple trees, but we don’t necessarily have a lot of folks around to buy our product,” said Dave. “We realized we needed to be online to expand our customer base.” With this in mind, the Fullers decided to team up with marketing coordinator Pam Sullivan to reach more potential customers.

Pam steered the Fullers toward Google Ads to connect with syrup lovers around the country. “We use the search and keyword tools to optimize the website so it can be found in organic search. Google Analytics is key for tracking the programs we’re putting out there and informing future decisions,” said Pam. Almost half of the company’s advertising budget is dedicated to digital. Additionally, Fuller’s Sugarhouse uses Google My Business to display



LANCASTER, NEW HAMPSHIRE

### Fuller’s Sugarhouse has 12 employees.

its hours and location across Google Maps and Google Search, allowing people to find it more easily.

In the last year, Fuller’s Sugarhouse has seen 22% year-over-year revenue growth and is setting its sights on the wholesale market next. “We’re looking to expand into the ingredient market, with more wholesale inquiries from producers of products that use maple syrup,” said Pam. “That’s a big part of the Google Ads work we do. It’s the only lead generation tool we’re using.” In addition to wholesale expansion, the company is focused on driving visitors to its community by offering tours of the sugarhouse to capitalize on the growing agritourism trend in the region. “It’s a huge potential growth opportunity – if we get tourists here, everybody will do better,” said Pam. For Dave, as long as the company’s future involves the Fuller family, he’s happy. “We want to see this business continue to grow, and we’d love it to stay a family business,” he said. “I have a grandson who seems very interested in it, and for him to someday step in and take over would be one of the most satisfying things I could ever imagine.”

### NEW HAMPSHIRE NUMBERS

**\$671 million**

of economic activity Google helped provide for New Hampshire businesses, website publishers, and nonprofits in 2018.

**\$1.18 million**

of free advertising was provided to New Hampshire nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**4,900**

New Hampshire businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google has been a big driver of traffic to our website.”

DENISE WOODARD, FOUNDER, PARTAKE FOODS

## Partake Foods

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

Denise Woodard was always interested in being an entrepreneur, but it wasn't something she explored until she became a mother. It started when she discovered her young daughter, Vivienne, was allergic to several foods. “It was really frustrating to find packaged foods that she could eat safely and conveniently and actually enjoy,” said Denise. When she began looking into gluten-free and vegan options as healthy substitutes, Denise found that they were full of questionable starches and sugars she didn't want to feed her baby. “I felt like the allergy-friendly brands that existed in the market weren't things that people without food allergies would ever choose to eat willingly or share proudly,” she said. Compelled to do it on her own, Denise figured out a recipe for delicious, healthy, allergy-friendly cookies. Her daughter and friends loved them so much, she decided to share them with everyone, launching Partake Foods in 2017. The name Partake, said Denise, is “an invitation for people with or without dietary restrictions to enjoy and partake in our products.”

Denise used a crowdfunding platform to raise money for the company's initial round of funding. She also sold cookies online and even out of her car. As business started to grow, Woodard knew she needed to increase her presence online. In September 2018 she started using Google Merchant Center to upload product data that would make it easier for people to find



JERSEY CITY, NEW JERSEY

### Partake Foods has been experiencing 300% annual revenue growth.

her products online. Denise also uses Google to help guide her marketing efforts. “Google has been a big driver of traffic to our website” said Denise. “I use it to determine what content people are searching for so we know what to write about.” Currently, about 75% of the company's ad budget goes toward digital.

Partake Foods has sold more than 50,000 boxes of cookies, leading to an impressive 303% year-over-year revenue growth. Denise hopes to achieve national distribution within the next five years and is hard at work developing new products to expand her lineup. “The goal is to have meal and snack solutions for the whole day,” she said. While being an entrepreneur and a mother is challenging, Denise credits Google for helping her reach the right audiences and grow her business. She hopes to pass her entrepreneurial spirit down to her daughter, who is getting a firsthand glimpse into what it takes to build a business and make a difference in people's lives. “Giving my daughter the opportunity to see that you can make a change is really gratifying,” concluded Denise.

#### NEW JERSEY NUMBERS

**\$7.75 billion**

of economic activity Google helped provide for New Jersey businesses, website publishers, and nonprofits in 2018.

**\$8.46 million**

of free advertising was provided to New Jersey nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**36,000**

New Jersey businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google helps us look at who is interested in buying our products.”

SYDNEY ALFONSO, CEO, ETKIE

## Etkie

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

When Sydney Alfonso spent a semester studying abroad in Istanbul, she worked with a woman’s cooperative that helped local artisans sell their handmade jewelry. When the program ended, Sydney returned to her home state of New Mexico with a desire to help empower indigenous women. “The situation here was similar to my experience in Turkey. There were women struggling on Native American reservations but who were capable of making these beautiful things,” she said. In 2014, Sydney launched Etkie, an ethical, for-profit company that gives Native American women a platform to earn living wages and provide for their families. “There’s a lot of trauma – historical and cultural – in these communities,” Sydney said. Etkie, which means “impact” in Turkish, offers handcrafted jewelry that blends traditional craftsmanship with modern design. “I was a super-green entrepreneur when I started this, but that was also a blessing in disguise because I had to figure everything out myself,” said Sydney.

Etkie began as a B2B wholesale business and has since expanded to online sales. “Five years ago, there weren’t as many successful direct-to-consumer companies,” said Sydney. “By building our wholesale side, we’ve had more of a profit margin to invest in digital, and we’re just starting on that journey.” In an effort to ramp up Etkie’s direct-to-consumer efforts, Sydney started running different ads on YouTube and Google Search to better understand



ALBUQUERQUE, NEW MEXICO

### Etkie has 12 employees.

her customers. “Google helps us look at who is interested in buying our products,” Sydney said. “By being able to see what resonates on a large scale, it’s easier to home in on what messaging is working and what is getting clicks.”

Available in seven countries around the globe, Etkie produces about 5,000 bracelets per year. Since 2017, the company has grown 30% year over year. Sydney also cites a 10% increase in sales coming from digital, thanks to her advertising efforts with Google. As Etkie continues to grow, Sydney remains true to the inspiration that launched Etkie – helping women support themselves and celebrating their creativity. “Our business encourages people to pay for craftsmanship and acknowledge our artisans,” she said. “We’ve fostered a group of consumers who really care about where they buy their products and the actual impact it has on the community.”

### NEW MEXICO NUMBERS

**\$183 million**

of economic activity Google helped provide for New Mexico businesses, website publishers, and nonprofits in 2018.

**\$1.52 million**

of free advertising was provided to New Mexico nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**3,700**

New Mexico businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google Ads was really game-changing for us.”

TIM HOWE, COO, SPECTRUM DESIGNS

## Spectrum Designs

[www.spectrumdesigns.org](http://www.spectrumdesigns.org)

When Patrick Bardsley met Stella Spanakos and Nicole Sugrue, both parents of children with autism, he was surprised to learn that individuals with autism spectrum disorder and other developmental disabilities face a 70-90% unemployment rate in the U.S. He was motivated to make a difference. In 2011, the trio founded Spectrum Designs, a custom apparel business with a social mission: to help individuals with autism lead productive and meaningful lives through work. “It was founded out of necessity – the mother of all invention,” said Patrick. To be successful in a competitive market, the team knew that Spectrum Designs had to produce high-quality products and maintain good customer service. “Because we’re a nonprofit, people unfortunately have preconceived notions of what our abilities are,” said Patrick. “They don’t often see us as a real solution to their needs, but that’s just not the case.”

Looking to spread the word about its services and compete with others in the online space, Spectrum Designs applied for a Google Ads grant for nonprofit organizations. After being awarded free Google Ads spending, the team began crafting search ads with carefully selected keywords to stand out in the crowded market. “Everything was pointing toward millennials making more socially conscious purchase choices. We wanted to get on the crest of that wave and just put our company out there,” said Tim Howe, chief



PORT WASHINGTON, NEW YORK

### Spectrum Designs has 40 employees.

operating officer at Spectrum Designs. “The response that we got was overwhelming.” The ads led to more customers discovering the company and its mission, contributing to its impressive 80% year-over-year revenue growth. Today, Tim estimates that 50-60% of sales are driven by digital advertising. “Google Ads was really game-changing for us, and so was the tracking that we can do with Google Analytics,” said Tim. “We can go in and see how many people are coming in through the website, and we can use that information to evaluate previous marketing efforts.”

Today, Spectrum Designs is proud to report that all of its operating costs are covered by revenue, allowing it to continue creating worthwhile employment for individuals with disabilities. In fact, from 2017 to 2018, Spectrum Designs was able to double the hours its employees worked and expand its mission to make a difference for people with autism. It’s an accomplishment that puts into perspective just how far the company has come from its early days as a social enterprise. “You’re not looking at what people can’t do but what they can do,” said Patrick. “It’s worth it because you get a chance to make your own little change in the world.”

### NEW YORK NUMBERS

**\$49.4 billion**

of economic activity Google helped provide for New York businesses, website publishers, and nonprofits in 2018.

**\$48.6 million**

of free advertising was provided to New York nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**106,000**

New York businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**8,200+**

New Yorkers are employed full-time by Google. We’re proud to have offices in New York City.



“From a sales standpoint, Google is our No. 1 traffic referrer.”

AMY WALSH STOCK, FOUNDER,  
CHARLOTTE CANDLE COMPANY

## Charlotte Candle Company

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

In December 2016, Amy Walsh Stock received an artisanal candle that she fell in love with. When it burned to the bottom, she looked for a replacement and was shocked by the cost. “That piqued my interest — what made this candle so much better than a candle I could purchase at the mall?” she wondered. Turns out, it was the way the candle was made and the ingredients it was made with. After some research, Amy realized there was a market for handcrafted candles made naturally, and she began to explore doing it herself. “I actually started my company searching through Google and watching YouTube videos of how people made candles,” said Amy. “I learned about different ingredients, purchased a kit online, and was able to start dabbling in my kitchen.” The next year, Amy and her husband, Travis, launched Charlotte Candle Company, which sells small-batch, eco-friendly candles to consumers across the U.S.

Amy initially struggled with building a professional website and search engine optimization. When she eventually launched her page, she noticed that she wasn’t ranking at the top of Google Search, so she turned to Google Ads to make her website more visible. With Google Ads, Charlotte Candle Company has generated more than 127,000 impressions, resulting in around 2,300 clicks. The platform is responsible for 23% of the company’s revenue and almost 30% of referrals to the site. “From a sales standpoint,



CHARLOTTE, NORTH CAROLINA

### Charlotte Candle Company has 2 employees.

Google is our No. 1 traffic referrer,” said Amy. The business uses Google Analytics to track and optimize its search campaigns, as well as G Suite apps like Gmail, Docs, and Calendar to stay organized. “I use Docs to go back and forth with my husband on orders and things that we need to accomplish daily,” Amy said.

Amy is happy to report that Charlotte Candle Company is growing at a rapid rate, and she anticipates adding a part-time employee this year. “We’re bursting at the seams at this point,” she said. “To be able to say that is a good problem to have — we’ve reached our max capacity, and now we have to expand and grow.” Part of that growth involves donating candles to charitable causes and partnering with the organizations, which offer curated products from local vendors. Amy also hopes to open a brick-and-mortar location and expand into other product lines that feature natural ingredients. For now, though, Amy is focused on her online business and continuing to grow with Google. “Google is the expert in helping people grow their business online,” said Amy. “It’s invaluable.”

### NORTH CAROLINA NUMBERS

**\$4.55 billion**

of economic activity Google helped provide for North Carolina businesses, website publishers, and nonprofits in 2018.

**\$7.14 million**

of free advertising was provided to North Carolina nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**31,000**

North Carolina businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**150+**

North Carolinians are employed full-time by Google. We’re proud to have an office in Chapel Hill and a data center in Lenoir.<sup>1</sup>



“We’re able to keep relationships with customers through digital technology and Google.”

JERRY DEMARTIN, PRESIDENT, PRAIRIE FIRE POTTERY

## Prairie Fire Pottery

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

Tama Smith was working in advertising in Grand Forks, North Dakota, when she had an aha moment. “I wanted to go back to school and study art,” she recalled. At the encouragement of her husband, Jerry DeMartin, who Tama calls “her biggest supporter,” she earned a fine arts degree, specializing in pottery. Thirty-five years later, she is still doing what she loves as the owner of Prairie Fire Pottery. Tama handles the pottery studio, and Jerry runs the business side. Together, they have created a must-stop attraction for travelers passing through the upper Midwest.

To ensure that potential clients’ road trip plans include a stop at Prairie Fire Pottery, they use a website and an array of digital tools. “Our biggest challenge is to communicate effectively with the traveling public,” said Jerry. “We have to tell them who we are, what we have, and how to find us. Google does all those things and then some.” Prairie Fire Pottery relies on Google My Business along with Google Search and Maps. “Google Maps puts us right there on tourists’ phones as they head down the road,” said Jerry. “It tells them everything they want to know, including store hours.” Google also allows customers to write reviews, and Prairie Fire Pottery has proudly earned a five-star rating. “We get a lot of credibility from having five stars with Google,” Jerry said. Prairie Fire Pottery also uses Google Search Console to monitor its search ranking by keyword, Google Alerts to inform them when they are mentioned online, and

 BEACH, NORTH DAKOTA

### Prairie Fire Pottery serves more than 20,000 customers annually.

Google Drive to back up the website. Recently, they also began Google Ads to reach even more customers who are in search of handmade pottery. “Until now, we’ve been concentrating on organic search results,” he said. “Now that we’ve secured that organic standing, we’re moving on to paid search.”

Prairie Fire Pottery has experienced 600% revenue growth since it first launched online in 1999. “That’s about a 5-10% growth rate per year,” said Jerry. Prairie Fire Pottery serves 14,000 digital visitors annually and an additional 10,000 who visit its popular brick-and-mortar location. “That’s 10,000 people who might not otherwise have stopped here, but now they do,” he said. “And once they’ve stopped in Beach, they discover other stores and restaurants in town.” Prairie Fire Pottery plans to keep using digital tools to reach pottery lovers far and wide. “In the old days, tourists would’ve been one-time customers, but not anymore. Now, we’re able to not only find customers but develop ongoing relationships with them — and that’s all because of Google.”

### NORTH DAKOTA NUMBERS

**\$237 million**

of economic activity Google helped provide for North Dakota businesses, website publishers, and nonprofits in 2018.

**\$192,000**

of free advertising was provided to North Dakota nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**1,400**

North Dakota businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“We attribute an increase in call volume and in-store shoppers to our presence on Google.”

BERTIE RAY III, CO-OWNER, SWITCH COLLECTION

# Switch

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



CINCINNATI, OHIO

Drew Dearwester and Bertie Ray III were just looking to turn their love of high-end European lighting and design into a business; they ended up helping revitalize downtown Cincinnati, Ohio. When they opened Switch, a modern lighting, furniture, and design shop in the city’s emerging Over-the-Rhine neighborhood, there wasn’t much else like it. Despite the looming recession, their store helped attract a new audience to the area, and soon, other shops and restaurants followed. “Today, it’s probably the hottest urban area in the Midwest,” said Bertie. “People come here because it’s a culinary and artistic destination.” Shortly after opening, Switch secured a high-profile contract to light the historic Mercantile Library. Despite its initial success, Switch still needed to keep getting the word out. So, they launched a website and kickstarted their digital marketing efforts. “A friend of ours said, ‘You’ve got to start with Google,’” recalled Bertie, “And we listened.”

Switch doesn’t offer e-commerce sales, so it uses its website to showcase its work and tell its story to prospective clients. To boost its online presence and drive more people to its website, Switch runs Google Ads campaigns. The company also uses Google My Business to post its hours and location on Google Search and display photos of its new showroom in Cincinnati’s business district. “We attribute an increase in call volume and in-store shoppers to our presence on Google,” said Bertie.

## Switch recently opened a second store.

Since 2017, the company’s digital marketing efforts have led to an 18% increase in revenue. “The web is your friend — you connect with the greatest audience through the internet and through Google in particular,” Bertie said. Drew and Bertie invest back into their local community by sponsoring concert series at the Cincinnati Symphony Orchestra and donating money to children’s health initiatives. Switch also works hand-in-hand with local businesses to help them achieve their commercial lighting goals — no matter the budget. “We always put our best foot forward because we want our business community to look good,” said Drew. “As Cincinnati receives more visitors, we want them to be impressed with the ambiance of our local businesses.” In the next three to five years, Drew and Bertie hope to add more locations in neighboring cities and states, bringing the same level of dedication and detail that they’ve brought to downtown Cincinnati. “Our brand is solid in our regional marketplace, so we’re looking at other emerging communities that could enjoy our product,” said Bertie.

### OHIO NUMBERS

**\$6.7 billion**

of economic activity Google helped provide for Ohio businesses, website publishers, and nonprofits in 2018.

**\$5.45 million**

of free advertising was provided to Ohio nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**31,000**

Ohio businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google is the No. 1 internet tool we use.”

CLINT BATES, FOUNDER, SEMPER FI HYDROSEED  
& EROSION CONTROL

## Semper Fi Hydroseed & Erosion Control



BARTLESVILLE, OKLAHOMA

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

When Clint Bates left the Marine Corps in 1993, he became a police officer and mowed lawns on the side. After realizing his side gig could become a real business, Clint left his job and started his own lawn company. As the company grew, he began experimenting with hydroseeding, the process of combining seed and mulch to fertilize a lawn. Within three years, Clint established Semper Fi Hydroseed & Erosion Control. “We are a veteran-owned and -operated company,” said Clint. “Our goal is to have all veteran employees working for us.” Staying on that theme — and to stand out — Clint purchased all military-style trucks and equipment. Knowing it’s just as important to stand out online, he also hired Andrew Olson, a military veteran turned marketing specialist.

Andrew uses a number of Google tools to help bolster the company’s digital marketing efforts. “We’ve been working on reorganizing the website, bringing it up to standard, and employing Google Ads on the marketing side.” Those ads have helped Semper Fi Hydroseed & Erosion Control get in front of people searching for hydroseeding or similar services in the Bartlesville, Oklahoma area. The team also uses Google Analytics to monitor and optimize the company’s website and search campaigns. “When we first started, the budget was fairly small, but I was pretty pleased with the response rates we saw,” Andrew said. Clint

### Semper Fi Hydroseed & Erosion Control has 6 employees.

and his team also use G Suite apps to communicate and collaborate more efficiently. “Google is the No. 1 internet tool we use,” said Clint.

Semper Fi Hydroseed & Erosion Control now operates in five states and plans to continue expanding its presence throughout the Midwest. “In order to maximize our growth, we need to consider not just doubling but tripling our Google Ads budget,” said Andrew. The company’s success has allowed Clint to donate to charities and causes that are important to him, including hospitals and a nonprofit organization that fights against veteran suicide. In the next five years, Clint hopes to recruit more veteran employees and work with more commercial clients — all with the help of Google. “Google is going to be the future of our business,” said Clint.

### OKLAHOMA NUMBERS

**\$712 million**

of economic activity Google helped provide for Oklahoma businesses, website publishers, and nonprofits in 2018.

**\$1.69 million**

of free advertising was provided to Oklahoma nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**7,800**

Oklahoma businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**150+**

Oklahomans are employed full-time by Google. We’re proud to have a data center in Mayes County.



“The internet allows us to create products that deliver meaningful experiences.”

PATRICK KRUSE, CEO, RUFFWEAR

# Ruffwear

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

Patrick Kruse has always been a dog lover, outdoor enthusiast, and maker. At age 12, Patrick hiked the Sierras with his dog, Marriah, and sewed her a homemade dog pack. Years later, Patrick was mountain biking when he noticed his friend trying to offer her dog water out of a plastic bag. “She was literally left holding the bag,” said Patrick. “She couldn’t dump out the water because it was a precious resource, and her dog was not interested in drinking out of a plastic bag.” The experience inspired Patrick to create a collapsible dog bowl from durable, waterproof fabric. The bowl attracted interest from friends. “After enough interest, I figured there was a business there, an opportunity to solve some other problems,” said Patrick. So, in 1994, Patrick launched Ruffwear, a company that offers a full range of dog gear, including trail-tested boots, coats, harnesses, life jackets, and more. Ruffwear was purely a wholesale business until 1998, when it got online and began to market itself digitally.

Ruffwear.com served as an online catalog and direct link to customer voices before it finally transitioned to e-commerce sales. To better compete in an increasingly crowded market, Ruffwear turned to Google last year to learn more about its own digital presence and to get in front of customers. “What I love about the internet is that it offers deep insight into consumer needs and wants,” said Patrick. “The internet allows us to create products that deliver



BEND, OREGON

## Ruffwear has 49 employees.

meaningful experiences.” Today, Ruffwear uses Google Analytics on a daily basis to determine where its website’s visitors are coming from and what new audiences it can reach. The company also uses Google Search Console to conduct keyword research and improve search engine optimization.

It took a while to get there, but with the company’s new focus on digital, business has taken off. Since running Google Ads, Ruffwear has experienced 60% year-over-year growth, and about 95% of its advertising budget now goes toward digital. Last year, Google Ads contributed to 24% of the company’s total Q4 revenue. Ruffwear serves 45,000 unique customers annually, many of whom spread the word about its products via social media. Ruffwear also makes an impact both locally and nationally by donating to animal sanctuaries and working with environmental organizations to help protect recreational areas across the U.S. “I’m inspired by the way that we’re able to positively impact our community, our employees, and our customers,” Patrick said. “We can keep growing by continuing to refine and home in on what’s working for us.”

### OREGON NUMBERS

**\$2.99 billion**

of economic activity Google helped provide for Oregon businesses, website publishers, and nonprofits in 2018.

**\$3.88 million**

of free advertising was provided to Oregon nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**25,000**

Oregon businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**200+**

Oregonians are employed full-time by Google. We’re proud to have an office in Portland and a data center in The Dalles.



“Google Analytics tells me where all my traffic comes from.”

TIRSA VAZQUEZ, FOUNDER, VXXXV APPAREL

## VXXXV Apparel

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

When Tirsa Vazquez gave birth to her son, Khalif, in May 2015, she had a lot to juggle: motherhood, her career, college at night, and the Air Force Reserve. As time went on, Tirsa found herself missing important milestones in her son’s life. She knew she wanted a career that gave her flexibility and control, so as soon as she graduated college, she did something about it. In 2017, Tirsa founded VXXXV Apparel, an urban streetwear clothing brand named after her son’s birthday. To get the company off the ground, Tirsa taught herself about the apparel industry, conducting intensive research on manufacturing and design. She debuted her line with a ‘90s-themed fashion show in downtown Philadelphia. From there, the business has taken off and now offers women’s, men’s, and children’s collections.

VXXXV Apparel doesn’t have a brick-and-mortar location, so it relies heavily on Google to drive online sales. When she created the company’s website, Tirsa learned about Google Analytics and Google Ads. “I have a degree in computers, but I didn’t know anything about marketing to people digitally,” Tirsa said. She began using Google Ads to get in front of customers who were searching for businesses like hers and Google Analytics to better understand those customers. “Google Analytics tells me where all my traffic comes from and how long users are on my



PHILADELPHIA, PENNSYLVANIA

### VXXXV Apparel has been experiencing 60 percent annual growth.

page,” said Tirsa. “I use it a lot to figure out where my market is and to make sure I’m catering to my customers.”

Since implementing Google Ads, VXXXV Apparel has seen 60% year-over-year revenue growth. As her company continues to expand, Tirsa is looking to hire employees and eventually have her own warehouse. “Digital drives my business, so it would be great to have someone here who is really an expert in that space,” she said. Tirsa also likes to share her own expertise and experience with local business owners by hosting get-togethers. But she is particularly passionate about helping women-owned businesses. “I started this business to put a message out there about women empowerment,” said Tirsa. “A lot of women are discouraged, especially when they have children, because there’s not enough time in the world to do everything. I want to be that person who gives them the reassurance that they can do it.”

### PENNSYLVANIA NUMBERS

**\$9.71 billion**

of economic activity Google helped provide for Pennsylvania businesses, website publishers, and nonprofits in 2018.

**\$9.84 million**

of free advertising was provided to Pennsylvania nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**52,000**

Pennsylvania businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**600+**

Pennsylvanians are employed full-time by Google. We’re proud to have offices in Philadelphia and Pittsburgh.



“The internet is very important for us.”

ALEXIS SOTOMAYOR, FOUNDER, CARIBBEAN SOAPS

## Caribbean Soaps

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

When Alexis Sotomayor was laid off from his corporate job in 2001, he knew he needed a course of action. “I had to figure out what I was going to do, and I knew that I was never going to work in a corporate office again,” Alexis said. A chemical engineer by education, Alexis began experimenting with making cold-pressed soaps from different oils in his garage in San Juan, Puerto Rico. He worked tirelessly to develop a high-quality formula and eventually opened a retail location where customers can watch as he makes his soaps. “We pioneered the handmade soap business here,” said Alexis. Aware of the fragile state of Puerto Rico’s economy at the time, Alexis registered a domain and began building an e-commerce website to supplement his in-store sales. “I’ve always believed that you have to have an online presence,” he said. “In this economy, you have to have different income streams, so the internet is very important for us.”

Over 17 years, Alexis has constantly strived to improve his digital presence through a number of Google tools. Alexis runs Google Ads campaigns to get the word out about Caribbean Soaps in both Puerto Rico and the States and regularly uses Google Analytics to monitor site traffic and clicks. “Right now, it’s small — about 2,000 visitors per month — but it’s a lot more than we used to have,” he said. According to Alexis, about 60% of online sales come from Puerto Rico and 40% from the rest of the U.S.

 SAN JUAN, PUERTO RICO

### Caribbean Soaps has 5 employees.

Alexis also relies on G Suite tools like Docs and Hangouts, which he uses to communicate with his web developer in India.

With a brick-and-mortar location in downtown San Juan, Caribbean Soaps is an integral part of the community in which small businesses — from dentists to restaurants to hardware stores — all contribute to the local economy. “We all support each other,” said Alexis. “Helping each other is the only way we’re going to improve our economy here in Puerto Rico.” Moving forward, Caribbean Soaps plans to have a greater presence in local stores, expand its wholesale efforts, and continue to improve its e-commerce sales. “It’s going to be one of our channels that we’re growing a lot more,” Alexis concluded. “We’re really focused on improving our website and bringing more customers in, and Google tools will be a big part of that.”

### PUERTO RICO NUMBERS

**\$628 million**

of economic activity Google helped provide for Puerto Rico businesses, website publishers, and nonprofits in 2018.

**\$4,760**

of free advertising was provided to Puerto Rico nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,200**

Puerto Rico businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“About 18% of our web traffic is from Google Ads.”

JAKE KOPPER, CO-FOUNDER, SHORE SOAP CO.

## Shore Soap Co.

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

Shore Soap Co. was born in a small kitchen in Newport, Rhode Island when husband-and-wife duo Jake and Steph Kopper began experimenting with cold-process soapmaking. “We both had full-time jobs but we wanted a change, so we decided to take on a new hobby on the side,” said Steph. The Koppers gifted their products to friends and family and received so much positive feedback that they decided to quit their jobs and open a retail space in downtown Newport in April of 2013. The brick-and-mortar location quickly gained traction with tourists and locals, but getting the business online was a different story. Despite launching a website as soon as they opened their store, the Koppers had trouble growing their e-commerce platform. “There wasn’t much action on the website at first,” said Jake.

To remedy this, the Koppers launched a Google Ads campaign to get the word out about Shore Soap Co. and stay in touch with customers who had visited the store. “It helps to get traffic to the website and drives conversions,” said Jake. “About 18% of our web traffic is from Google Ads.” Meanwhile, organic search generates around 35% of the company’s web traffic, and the remainder comes from direct or from email marketing. “The website’s really important, because nowadays a lot of people rely on the convenience of online shopping,” said Jake.



NEWPORT, RHODE ISLAND

### Shore Soap Co. has 6 employees.

Today, almost 90% of the company’s ad budget goes toward digital. “With digital, we can see how many people called the store or got directions from our Business Profile on Google,” said Jake. “It’s nice to see hard numbers.” The Koppers also use Google Analytics to monitor and optimize their campaigns and G Suite to stay organized both online and in-store.

“Our goal is to make quality products that are natural, family-friendly, and affordable,” said Steph. Judging from the positive customer feedback they receive via their Business Profile on Google, Shore Soap Co. is achieving that goal. “Seeing how much our customers enjoy using our products is a good feeling,” Steph said. After years of hard work, the Koppers are finally seeing the fruits of their labor and plan to open a second location on the West Coast soon. “A lot of people thought we were nuts to quit our jobs and open a soap shop in a tourist-driven New England town,” said Steph. “But we went all-in, gave it 100%, and created this growing business that we’re really proud of.”

### RHODE ISLAND NUMBERS

**\$398 million**

of economic activity Google helped provide for Rhode Island businesses, website publishers, and nonprofits in 2018.

**\$484,000**

of free advertising was provided to Rhode Island nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,900**

Rhode Island businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google has been very useful.”

MICHAEL WISE, OWNER, HME MEDICAL SHOP

## HME Medical Shop

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

In 2008, Mary Wise was working as a pharmacist at a large pharmacy store chain in Charleston, South Carolina, when she had a change of heart. She wanted to do something more personal. After talking it through with her husband, Michael, a former product manager, they made the decision to open their own pharmacy. They soon did, and they greatly enjoyed being closer to the business and customers. But in doing so, they noticed another opportunity. There were a lot of people who didn't want to or couldn't come in the store, but there wasn't a great way to shop online. “There wasn't really a good way for people to connect with online businesses that would take the time to help them find the right medical equipment and supplies,” Michael said. So they put some inventory online, and it was an instant success. Shortly after, they launched their own website, HME Medical Shop, and they suddenly had two new businesses.

The Wises turned to Google Ads to reach consumers searching for specific medical terms and products. “If somebody with multiple sclerosis is looking for a specific product, we're right there and can explain exactly what they need and what challenges they may have using the product at home,” said Michael. In addition to Google Ads, the Wises use Search Console to monitor and improve their performance on Google Search. “These tools are so key to see who we're reaching and to learn more about our customers,” said Michael. Over the past



CHARLESTON, SOUTH CAROLINA

### HME Medical Shop has 16 employees.

two years, HME Medical Shop has experienced a 256% increase in traffic to its website and subsequently a 166% increase in revenue. “Shopping ads have driven the lion's share of this growth,” said Michael, who reports a 200% year-over-year increase in revenue from Google Ads alone. The Wises also use G Suite to communicate with their team and Google Analytics to learn more about users who visit their site.

Today, the Wises pride themselves on providing a quality service for those in need. That personalized service they sought to offer with their pharmacy has served them very well online as well. “Medicare and insurance companies make it really difficult to get these things covered,” said Michael. “We provide a low-cost online service and someone to talk to.” HME Medical Shop serves between 600,000 and 700,000 customers per year and plans to continue growing with the help of Google. “We want to keep developing online tools that help people connect with what they need medically,” Michael said. “It all starts with leveraging the technology available. Google tools are such a huge foundation to build from.”

### SOUTH CAROLINA NUMBERS

**\$3.53 billion**

of economic activity Google helped provide for South Carolina businesses, website publishers, and nonprofits in 2018.

**\$2.66 million**

of free advertising was provided to South Carolina nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**15,000**

South Carolina businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**150+**

South Carolinians are employed full-time by Google. We're proud to have a data center in Berkeley County.



“I don’t know how we’d collaborate without G Suite tools.”

JENNA FISCHER, DIGITAL AND CONSUMER STRATEGIST,  
PRAIRIE BERRY

## Prairie Berry Winery

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

A fifth-generation winemaker, Sandi Vojta grew up on the prairie learning to pick berries and make wine with the help of her father, Ralph. Years later, Ralph and Sandi started their own winery called Prairie Berry. It was not an instant success. They faced their share of obstacles, including skepticism about having a woman as the head winemaker. “I was a female winemaker running a fruit winery in South Dakota,” she said. “That was unusual at the time, but we just kept our heads down, worked hard, and overcame.” Over time, Prairie Berry’s handcrafted wines did well enough to warrant expanding. The company added Miner Brewing Company to its roster in 2013, along with a Black Hills events venue and a Sioux Falls location in 2014. As the company’s portfolio grew, so did its need to market itself online.

To help it reach its diverse customer base, Prairie Berry relies on a number of Google products to manage its digital presence and promote its online sales channels. In 2018, Google Ads was responsible for more than 14% of Prairie Berry’s total website traffic and 37% of traffic to its Sioux Falls website. Google Ads has helped Prairie Berry generate an impressive 334% return on investment for e-commerce sales. The company also uses G Suite apps such as Gmail, Docs, Calendar, and Sheets to communicate across teams. “We’ve got two corporate locations that are 400 miles and a time zone apart,” said



HILL CITY, SOUTH DAKOTA

### Prairie Berry has 77 employees.

Jenna Fischer, digital and consumer strategist at Prairie Berry. “I don’t know how we’d collaborate without G Suite tools.”

Between its Google-supported digital efforts and its brick-and-mortar presence, Prairie Berry is able to reach and serve more than 200,000 customers annually. The company plans to keep expanding its distribution, including Nebraska in 2019. “We’re really focusing on the states that surround South Dakota so we can get Prairie Berry to more people,” said Matt Keck, chief operations officer at Prairie Berry. As founding members of the South Dakota Wine Growers Association, Sandi and her team are passionate about their regional community. Prairie Berry regularly hosts events that benefit local businesses and often donates products and funds to important charitable causes. This year, the company plans to release a beer in collaboration with the organization, which helps female brewmasters and other industry professionals advance their careers through education. Moving forward, Sandi hopes to continue bringing joy to her customers: “Our products allow people to be able to create memories and experiences. It’s amazing.”

### SOUTH DAKOTA NUMBERS

**\$152 million**

of economic activity Google helped provide for South Dakota businesses, website publishers, and nonprofits in 2018.

**\$349,000**

of free advertising was provided to South Dakota nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,000**

South Dakota businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“We use pretty much every Google product that you can think of.”

ERICA PLYBEAH, FOUNDER, MEDHAUL

## MedHaul

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

Erica Plybeah grew up watching her mother, a full-time teacher, take care of her grandmother while she struggled with Type 2 diabetes. Her grandmother faced an amputation that impacted her mobility, so she required transportation to and from various medical appointments, which proved to be difficult due to her mother’s busy schedule. As Erica got older, she learned that millions of families across the country face similar mobility challenges. Erica went on to work in healthcare IT implementation for hospitals and later decided to use her experience to address medical transportation inefficiencies that disproportionately impact low-income, rural communities.

In 2017, Erica founded MedHaul, a platform that connects hospitals and patients with medical transportation providers, streamlining the management of day-to-day operations. Erica faced a number of challenges getting MedHaul off the ground. Just when she was ready to give up, she got an email saying she was selected for Google for Startups Immersion, a mentorship program focused on addressing the funding gap for startups led by Black founders. “It’s the reason I still have a company,” said Erica. “They provide a one-on-one mentor for you to work with.” The program and its resources helped Erica get MedHaul back on track. “It completely changed my whole life as a founder,” she said.

Today, Erica and her small team use Google tools to keep MedHaul going. “We

 MEMPHIS, TENNESSEE

### MedHaul has 3 employees.

use pretty much every Google product that you can think of – everything from Google Keep to Google Analytics,” said Erica. Google Analytics helps Erica see how people are engaging with the MedHaul website. “Once we started using Google Analytics, we learned that people were much more interested in our company than we initially thought,” she said, allowing the MedHaul team to pitch investors with confidence. MedHaul also runs Google Ads campaigns to reach people searching for transportation solutions and uses G Suite tools like Gmail, Calendar, Docs, and Drive to collaborate efficiently.

With MedHaul, Erica is dedicated to providing all people – especially those in vulnerable communities – with access to reliable medical transportation. “Google will be a huge partner in advertising to these individuals and communities,” said Erica. Beyond MedHaul, Erica works with children who have been affected by HIV, leads a scholarship committee for students of color pursuing healthcare careers, and mentors underprivileged teens and young adults. “I hope to be the face for a lot of younger black girls or boys from these very poor communities,” said Erica. “They can see that I came from a situation like theirs and that I was able to use the obstacles I faced as a catalyst.”

### TENNESSEE NUMBERS

**\$2.63 billion**

of economic activity Google helped provide for Tennessee businesses, website publishers, and nonprofits in 2018.

**\$4.43 million**

of free advertising was provided to Tennessee nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**16,000**

Tennessee businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“About 30% of our users come to us through Google.”

COURTNEY CALDWELL, COO, SHEARSHARE

## ShearShare

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

When Dr. Tye and Courtney Caldwell discovered that 40% of salon and barbershop space goes unused every day, they knew they had an opportunity on their hands. As award-winning salon owners, the husband-and-wife duo saw a business in filling empty salon seats by connecting fellow salon owners with independent stylists looking to find professional space to work. At first, the Caldwells acted as personal matchmakers between salon owners and stylists, but, after building an app, they're now able to fill seats in more than 400 cities worldwide. With ShearShare, salon and barbershop owners can triple their revenue by filling their unused space by the day, and stylists can save in overhead costs that can force owners to close their businesses. “ShearShare helps keep our brick-and-mortar businesses open,” said Courtney.

Google technology was essential in building the ShearShare app. The team used Google's tools to enable in-app messaging and location services. “Location is very important to the stylist when they're looking to rent space,” Dr. Tye said. And to reach more people searching for space to work by the day, ShearShare uses Google Ads. “About 30% of our users come to us through Google,” said Courtney. “It's our lowest cost-per-acquisition channel online.” To raise the funding necessary to grow their business after bootstrapping for two years, the Caldwells were nominated and selected to pitch investors at Google Demo Day in San Francisco. There, the Google for Startups team helped them

### ShearShare has 11 employees.

hone their story via hands-on mentorship and coaching. They ultimately won the Judges' Favorite award and secured funding on the spot. “We're excited to be the first Texas startup to win Google Demo Day,” said Dr. Tye. “Google has been a huge advocate for ShearShare, and we're huge advocates for Google.”

Since launching in 2016, ShearShare has experienced 184% year-over-year revenue growth. The number of businesses on the app has grown by 144%, while revenue per stylist has grown 30% year over year. Having learned so much as successful entrepreneurs, the Caldwells pay it forward by educating others. They are both part of university boards, cosmetology school advisory boards, and civic councils across Texas, and they serve as judges at local hackathons each month. “We know the importance of serving as a model for students who have a love for tech and beauty and barbering,” said Courtney. Moving forward, the Caldwells plan to increase their Google Ads budget to reach even more owners and stylists in an effort to become the biggest B2B ecosystem for beauty and barbering professionals. “We're cracking the code for people who really want to maximize their earnings potential in an industry that is continuously changing,” concluded Dr. Tye.



MCKINNEY, TEXAS

### TEXAS NUMBERS

**\$20.8 billion**

of economic activity Google helped provide for Texas businesses, website publishers, and nonprofits in 2018.

**\$17.9 million**

of free advertising was provided to Texas nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**119,000**

Texas businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**1,100+**

Texans are employed full-time by Google. We're proud to have offices in Austin and Dallas.



“We have had such rapid growth and we can thank Google for that.”

BETSY MIKESSELL, CEO, BEDDY’S

## Beddy’s

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

Betsy Mikesell owes her kids a debt of thanks — for not doing their chores. One day when her twins wouldn’t make their bunk beds, she went to show them how to do it and discovered it really wasn’t so easy. “It was such a pain to tuck the bedding around the rails while I was on the bed,” she said. “I realized I wasn’t being very fair with my kids and wondered why no one else was complaining about this.” To solve the problem, Betsy created her own bedding set — a unique, one-piece unit that zips together and goes on the bed like a fitted sheet. Two years later, Betsy teamed up with her running buddy, Angie White, to launch Beddy’s (bed ease) on a crowdfunding website, raising over \$100,000 in 40 days. Not only did they have funding but confidence that there would be demand for their product. Betsy and Angie stuck to digital to keep informing people about their unique bedding. “Our biggest challenge is just telling the story, because it’s a more expensive product,” said Betsy. “We’re trying to educate people about the concept and function of zippered bedding.”

Beddy’s uses YouTube to share informative videos about its products, and Google Ads to get out in front of users searching for zippered bedding or similar items. Since last August, nearly 9% of the company’s website traffic has come from Google Ads, which contribute to 31% of its total sales. Betsy reports the return on ad spend from Google Ads is more than 24%.



WEST JORDAN, UTAH

### Beddy’s has 12 employees.

Beddy’s also uses G Suite tools like Gmail, Calendar, Sheets, and Drive to stay organized. “It’s how we keep track of things with our graphic designer who’s out of state. If she updates something, we can see it live through Google,” said Betsy.

Last year, Beddy’s was named one of the fastest-growing private companies in America. “Google’s helped us from day one,” said Betsy. “We have had such rapid growth, and we can thank Google for that.” The co-founders pay their success forward by donating bedding to various charities and fundraisers, and they hope to start their own foundation aimed at providing comfortable bedding for homeless and foster children in the coming months. Both Betsy and Angie say they didn’t anticipate the impact their business would have on so many families. “We’ve gotten letters from moms, who tell us that their kids finally feel like they can accomplish something,” said Betsy. “We set out to change beds, but the fact that we’re making even a small difference for people is really gratifying for us.”

### UTAH NUMBERS

**\$5.33 billion**

of economic activity Google helped provide for Utah businesses, website publishers, and nonprofits in 2018.

**\$2.3 million**

of free advertising was provided to Utah nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**16,000**

Utah businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“I see Google playing a role in us continuing to grow.”

TARA MURPHY, CEO, VERMONT SMOKE & CURE

## Vermont Smoke & Cure

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

Founded in 1962, Vermont Smoke & Cure has been dedicated to crafting delicious smoked meats for nearly 60 years. As the business has grown, it's shifted its focus to specialize in sustainable and better-for-you meat snacks. Locals have long loved Vermont Smoke & Cure's products, but when Tara Murphy joined the business as CEO in 2016, her top priority was sharing these treats with a larger audience of health-conscious snack lovers across the United States. At the time, Vermont Smoke & Cure had a basic website, but it didn't have e-commerce. "There were other people selling our products online, but we weren't really capitalizing on that," Tara said. Tara knew that beefing up the company's online presence was the key to connecting with a wider audience of snack lovers and those looking for snacks that fit specific diets, like paleo, keto, or gluten-free.

To make sure it reached consumers who were searching for meat snacks or similar products, Vermont Smoke & Cure turned to Google Ads, which now drives more than a quarter of its online sales. "Google tools are great for capturing the consumer when there's some seed of interest in something related to your product," said Tara. "Now we can really connect with someone searching for a protein-rich or low-sugar snack who may not be aware of how great a meat snack can be in their lifestyle." As more of Vermont Smoke & Cure's ad budget goes to digital, its return on investment continues



HINESBURG, VERMONT

### Vermont Smoke & Cure has 54 employees.

to grow. The company also uses Google Merchant Center to keep its product information updated and relevant and Google Analytics to identify which aspects of its digital platform need tweaking to create a seamless customer experience.

Since it started using Google tools, Vermont Smoke & Cure has experienced 30% year-over-year growth. "We were able to educate ourselves by using Google Ads and then testing and learning what was making a difference and with whom," said Tara. "That influenced new product innovation and even our brick-and-mortar channel strategy." As a Vermont benefit corporation, Vermont Smoke & Cure works to minimize its carbon footprint and supports local community farmers to make the state an even better place to live. "We want to be a thriving business in Vermont for many years to come," said Tara, who hopes to quadruple business over the next five years. "I see Google playing a role in us continuing to grow."

### VERMONT NUMBERS

**\$2.18 billion**

of economic activity Google helped provide for Vermont businesses, website publishers, and nonprofits in 2018

**\$740,000**

of free advertising was provided to Vermont nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,900**

Vermont businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google’s been very beneficial to small businesses like mine.”

JEREMIAH DAVIES, FOUNDER, ORION HOME IMPROVEMENTS

## Orion Home Improvements

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

When Jeremiah Davies left the Marine Corps in 2004, his career path wasn’t exactly clear. After bouncing around commission sales jobs in the Washington, D.C. area, Jeremiah found a job with a roofing company in Virginia. “Once I put on the tool belt and went out there, I found I was a natural in the home improvement industry,” he said. Jeremiah really enjoyed his work, but then the subprime mortgage crisis hit in 2007. It was a scary time, and he did not like the uncertainty that came with working for someone else. Jeremiah was inspired to take control of his career and established his own company: Orion Home Improvements. “I wanted security, but I also wanted to create jobs and opportunities,” said Jeremiah.

In addition to traditional and direct mail marketing, Jeremiah knew that getting online was an important part of reaching potential customers. Soon, Jeremiah and his team began using Google tools, including Google Ads, Google Analytics, and G Suite. “One of the things that I learned very early on is that you have to test and measure in advertising,” said Jeremiah. “By using Google Analytics along with Google Ads, we were able to see what was working and really beef up our organic search results.” In 2018, Orion Home Improvements spent 30% of its marketing budget on Google Ads and saw a 400% return on investment. “When you’re looking at good, accurate data, you’re able to make well-informed decisions on how you’re going to spend your advertising budget,” said Jeremiah.

### Orion Home Improvements has 12 employees.

With Orion Home Improvements, Jeremiah now has the security he was looking for back during the recession. But even more importantly, he’s able to provide it for others: Orion Home Improvements employs 12 people and gives back to the community by donating new roofs to families in need and by supporting local police organizations, among other efforts. Having recently achieved his initial business goal of operating a \$3 million company, Jeremiah hopes to hit \$8 million within the next five years. Jeremiah attributes his success to his partnership with Google and his stringent “test and learn” mentality. “There is absolutely no way that we would be able to generate \$1.5 to \$2 million worth of revenue from repeat referral clients if they hadn’t first found us on the Google platforms,” he said. Speaking about what the future holds for Orion Home Improvements, Jeremiah explained, “Google helps us set the bar high on the business end, and I try to do the same on the culture/reputation side. I want to be the kind of place people love to work at, competitors wished they worked at, and people love to do business with.”

 LORTON, VIRGINIA

### VIRGINIA NUMBERS

**\$4.66 billion**

of economic activity Google helped provide for Virginia businesses, website publishers, and nonprofits in 2018.

**\$12.9 million**

of free advertising was provided to Virginia nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**47,000**

Virginia businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**200+**

Virginians are employed full-time by Google. We’re proud to have an office in Reston.



“We continue to increase our search spend with Google because it’s been very effective.”

ANNE-MARIE FAIOLA, CEO, BRAMBLE BERRY

## Bramble Berry

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

Anne-Marie Faiola began making soap when she was 14 years old – not your average hobby for a teenager – and she greatly enjoyed getting lost in the process. When Anne-Marie went to college, her busy schedule pushed soapmaking to the wayside. After graduating, Anne-Marie worked as a corrections officer at a prison – a job with its fair share of pressure and stress. To cope with it, Anne-Marie returned to soapmaking. As she got back into it, she noticed that although a lot of people made soap, there weren’t a lot of soapmaking supply companies. In 1999, Anne-Marie quit her job, put \$15,000 on a credit card, and started Bramble Berry, her own soapmaking supply company. Anne-Marie launched with a basic website and has been growing her business online ever since. “I knew that I needed to reach people at a really high, wide level if I wanted to sell these raw materials to manufacturers of soaps and toiletries,” said Anne-Marie.

As a digital-first company, Bramble Berry was an early user of online marketing. Anne-Marie relies on her blog, “Soap Queen,” her YouTube channel, “Soap Queen TV,” and, starting in 2017, on Google Ads. In its first year using Google Ads, Bramble Berry saw a fantastic return on its investment. “We got over a 500% return on investment with about \$2.15 million in revenue this year that we can attribute to Google Search.” Due



BELLINGHAM, WASHINGTON

### Bramble Berry has 98 employees.

to the popularity of Anne-Marie’s blog, about half of Bramble Berry’s web traffic comes from organic search. “We have around 100,000 unique page views on the blog every single month,” said Anne-Marie. “That helps create a community by giving people a place to come together, learn, and try the same projects.” Bramble Berry also uses Google Analytics to monitor its display and video campaigns and G Suite to efficiently collaborate with its growing team.

Moving forward, Anne-Marie wants to grow her customer base by focusing on related markets, such as candle-making. Google products will be at the center of that effort, too. “We continue to increase our search spend with Google because it’s been very effective.” Anne-Marie even shares her knowledge of Google tools with her customers to help them succeed. Anne-Marie helps her local community, too, by donating soap and supporting various women’s charities. “Ninety-eight percent of Bramble Berry’s customer base is women, so we like to give back in that way,” she said. Reflecting on her transition from corrections officer to entrepreneur, Anne-Marie said she feels extremely lucky: “I hit the jackpot because I get to do something I’ve loved since I was a kid.”

### WASHINGTON NUMBERS

**\$18.6 billion**

of economic activity Google helped provide for Washington businesses, website publishers, and nonprofits in 2018.

**\$8.59 million**

of free advertising was provided to Washington nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**37,000**

Washington businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

**4,500+**

Washingtonians are employed full-time by Google. We’re proud to have offices in Kirkland and Seattle.



“Google products have always been very useful and very core to the business.”

PRANAV VORA, FOUNDER, HUGH & CRYE

## Hugh & Crye

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

Pranav Vora was working as a management consultant when inspiration struck. He was shopping for clothes and struggled to find the right fit. “I was just wondering why it was hard to find shirts that actually fit my body off the rack,” said Pranav. Not wanting to spend money on a custom fit, he decided to look into the problem himself. Pranav ended up taking some sewing and pattern-drafting classes and discovered that many brands use a cookie-cutter approach that produces ill-fitting, generic shirts. “It was almost like peeling back an onion,” he said. “I just learned one thing after another and kept following that trail.” The trail eventually led Pranav to start Hugh & Crye, an apparel brand that focuses on better-fitting menswear. Hugh & Crye offers 12 unique fits to appeal to different body types and, as a direct-to-consumer company, it’s been online from the very beginning. “We didn’t feel the need at the time to open a store, so everything we did was online,” said Pranav. “It was incredibly important because that was the lifeblood of our business.”

At launch, Hugh & Crye used Google Ads to reach people searching for fitted shirts online and Google Analytics to monitor and optimize its digital presence. “It is very helpful to see our traffic and our site performance and learn what’s working and what’s not,” said Pranav. “Google products have always been very useful and very core to the business. I can’t remember

### Hugh & Crye has 15 employees.

running the business without them.” Today, the Hugh & Crye team also uses G Suite apps like Gmail, Calendar, Docs, Sheets, and Drive to communicate more efficiently and to stay organized.

Thanks to Google’s reach, Hugh & Crye has customers in all 50 states and in 30 countries around the world. “We’re seeing more and more opportunities to launch and track performance of new products with the help of Google tools,” said Pranav, who is actively invested in the improvement of his company’s products and ethos. The brand is committed to fighting unsustainable manufacturing practices and regularly donates to organizations that provide food and clothing to families in Washington, D.C. “It’s important for us to figure out ways to work with our customers to help people in need,” said Pranav. “We’re trying to incentivize people to look into their closets and give as well.” For Pranav, the continued success of Hugh & Crye is a testament to the power of identifying a real consumer problem and solving it. “We provide a product and service that our customers appreciate — it’s a good feeling,” said Pranav.



WASHINGTON, D.C.

WASHINGTON, D.C. NUMBERS

**\$2.90 billion**

of economic activity Google helped provide for Washington, D.C. businesses, website publishers, and nonprofits in 2018.

**\$24.7 million**

of free advertising was provided to Washington, D.C. nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**4,700**

Washington, D.C. businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google gave us a platform to modernize.”

MIKE MCKECHNIE, CEO, MOUNTAIN VIEW SOLAR

## Mountain View Solar

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

When Mike McKechnie settled in rural West Virginia, he never imagined he'd become a successful, self-employed business owner. For years, Mike worked as a handyman, doing small projects for local homeowners before he learned enough to acquire a contractor license in 1996. Mike found his niche building high-end, energy-efficient homes, which spurred his interest in wind and solar energy. By 2009, he had completely shifted his focus to renewable energy systems and established Mountain View Solar. Mike quickly acquired a number of residential and commercial clients, and Mountain View was on its way. After a few successful years, he began looking for ways to grow his business even more. “I needed quality solar leads that were in the demographics we wanted,” he said. To reach more people actively looking for or interested in solar solutions, Jabari Baker, business development manager at Mountain View Solar, suggested running Google Ads. “We were looking to grow the business, and traditional print ads and billboards weren't doing the trick anymore,” said Jabari. “We've always had a word-of-mouth type of business, but we were looking to expand that.”

Mountain View Solar launched its first Google Ads campaign in 2015, which ended up being its most successful year up to that point. “That's when we saw a big spike in our gross sales,” said Mike, citing a 200% increase in



BERKELEY SPRINGS, WEST VIRGINIA

### Mountain View Solar has 25 employees.

revenue from 2014. “When I saw the numbers coming in, it was easy for me to get rid of the antiquated marketing and advertising campaigns we'd been using for a decade and get into something more modern.” Today, roughly one-third of the company's leads come from Google Ads, contributing to a steady yearover-year revenue growth of 10-15%. Mountain View Solar also relies on G Suite tools like Docs, Sheets, and Drive to run business operations smoothly. “Google gave us a platform to modernize and move our data operations to the cloud,” said Mike.

The company's success with Google Ads encouraged Mike to allocate 80-90% of his advertising budget to digital. “We consider Google a major part of our business,” said Jabari. “As Google continues to grow its automation tools, we plan to keep using them to reach our audience.” Mountain View Solar is committed to spreading the word about the importance of renewable energy online and in schools. “We go to schools and we talk to the kids about how energy works – it's been a great way to interact with our small community,” said Mike.

### WEST VIRGINIA NUMBERS

**\$222 million**

of economic activity Google helped provide for West Virginia businesses, website publishers, and nonprofits in 2018.

**\$328,000**

of free advertising was provided to West Virginia nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**2,000**

West Virginia businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Since using Google Ads, we’ve seen more sales in the first month of this year than all of last year.”

MITCH HOYT, OWNER, SKINNY STICKS’ MAPLE SYRUP

## Skinny Sticks’ Maple Syrup

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

Mitch Hoyt, a U.S. Army veteran, was working as a corporate sales specialist when he stumbled across a unique opportunity. In 2011, Mitch attended a trade show where he sampled wine made from maple syrup. “That’s when my marketing wheels started spinning,” he said. Mitch thought of the more than 40 young maple trees he had on his property back home, and in that moment, he decided he was going to use them to start a business. After learning more about the syrup-making process, Mitch tapped his trees and soon produced his first 25 gallons of syrup. A business was born. Mitch and his wife Chris launched Skinny Sticks’ Maple Syrup and was soon making and selling syrup locally and beyond. To keep the company growing at a rapid rate, Mitch looked to digital marketing, but he needed help.

Working with his wife, Chris, Mitch launched a Google Ads campaign to reach people who were searching for pure maple syrup or similar products. According to Chris, the ads have boosted traffic to the company’s website and have had a big impact on digital sales. “Since using Google Ads, we’ve seen more sales in the first month of this year than all of last year,” said Mitch. Skinny Sticks’ Maple Syrup also uses Gmail to communicate more effectively and YouTube to host videos showcasing its sugaring operation. “And I’m always using Google Maps to find businesses to sell syrup to,” Mitch added.



MARATHON, WISCONSIN

### Skinny Sticks’ Maple Syrup are selling in 7 countries.

Bolstered by its digital sales, Skinny Sticks’ Maple Syrup moves 2,925 gallons of maple syrup each month. In 2018, the company purchased, bottled, and sold about 25% of Wisconsin’s total syrup crop. Skinny Sticks’ Maple Syrup ships internationally and has sold syrup to customers in Brazil, England, Italy, France, China, and Japan who found the business through Google. Last year, Mitch and Chris were able to hire their son-in-law as their first full-time employee to help them meet demand. The Hoyts hope to add seven to 10 additional full-time employees over the next five years. “We’d love to grow the business so we can offer educational scholarships to local students who wish to pursue degrees in entrepreneurship or agriculture,” said Chris. “We really want to help the local schools and programs that inspired us by donating equipment and educational materials to them.”

#### WISCONSIN NUMBERS

**\$4.46 billion**

of economic activity Google helped provide for Wisconsin businesses, website publishers, and nonprofits in 2018.

**\$4.18 million**

of free advertising was provided to Wisconsin nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**14,000**

Wisconsin businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>



“Google is our online tool to market to the world.”

RHETT BAIN, OWNER, REEL DEAL ANGLERS

## Reel Deal Anglers

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

When Rhett Bain, a military veteran, was laid off from his construction job, he needed a way to support his budding family. A lifelong fishing enthusiast, Rhett accepted a job at a popular guest ranch in Moose, Wyoming, where he worked as a freshwater trout guide. In 2002, he founded his own business, Reel Deal Anglers, in Jackson Hole. The company offered niche experiences like private-water and ranch fishing to like-minded sportsman. Even though his focus was specific, Rhett was up against some well-funded competitors, and he knew he had to do more to stand out. “We were using print ads to get our name out, but we also saw that the internet was taking off,” he said. Rhett started exploring different ways to go digital, but he had a hard time navigating the intricacies of the web. “In the beginning, I used to pay 30 or so different sites for advertisements, and most of them were a waste of time, effort, and money,” said Rhett. So, in 2011, he started using Google tools to grow Reel Deal Anglers’ online presence and to better attract both local and international clients.

Ever since Rhett set up a Google My Business account for his business, Reel Deal Anglers has been noticed by fishing enthusiasts all around the world. “Being readily visible on search is important for us because, when people are looking for something online, they go to Google,” said Rhett, who also uses Google My Business to showcase his stellar customer reviews. Google Ads



JACKSON, WYOMING

### Reel Deal Anglers has 10 employees.

helps Rhett ensure that he reaches even more adventurers, whereas Google Analytics gives him a better understanding of his clients.

Today, digital makes up 100% of Reel Deal Anglers’ advertising budget. The company books more than 500 trips annually and has doubled its net profit in the last year alone. Google Ads has contributed to 10-15% of its growth so far, and the return on investment continues to grow. “Google has rewarded us with our reviews and our online presence. It’s like my sales guy is out there all over the world,” said Rhett. As his business continues to thrive, Rhett remains committed to paying his success forward. “I’m a veteran, so I do a lot of work with various veteran charities,” said Rhett. He regularly donates to local therapeutic horseback-riding centers and rehabilitation facilities. Over the next few years, Rhett hopes to strengthen his business’ presence in other Wyoming markets. “Google tools let us market all over,” said Rhett, “so that’s what we’re going to continue doing.”

### WYOMING NUMBERS

**\$203 million**

of economic activity Google helped provide for Wyoming businesses, website publishers, and nonprofits in 2018.

**\$202,100**

of free advertising was provided to Wyoming nonprofits through the Google Ad Grants program in 2018.<sup>1</sup>

**1,900**

Wyoming businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.<sup>1</sup>

# References

---

## 1. Google, "Economic Impact," 2018

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2018 is the sum of the economic impact of Google Search and Ads, AdSense, and Ad Grants. The value of Google Search and Ads for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising: Hal Varian's "Online Ad Auctions" (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink's "Investigating Customer Click-Through Behavior with Integrated Sponsored and Nonsponsored Results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2018 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2018. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, please visit: [www.google.com/economicimpact/methodology](http://www.google.com/economicimpact/methodology).

We measured the total number of clicks on ads posted by U.S. advertisers in 2018 and observed that when a business puts an ad on Google, on average, over 35% of clicks on that ad come from outside the country.

## 2. Google/Deloitte, "Connected Small Businesses," 2018

Front cover: Okabashi | Buford, Georgia

© Copyright 2019. Google and the Google logo are trademarks of Google LLC.

# Notes



Google