

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords 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, "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 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

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The web is working for Alabama businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$357 million

of economic activity Google helped provide for Alabama businesses, website publishers and non-profits in 2015.¹

11,000

Alabama businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$1.5 million

of free advertising was provided to Alabama non-profits through the Google Ad Grants program.¹

Back Forty Beer Company

GADSDEN, ALABAMA

In 2008, Alabama had only two breweries, and it was illegal to produce or sell beer with over 6% alcohol. After touring 150 breweries in other states, Jason Wilson founded the Back Forty Beer Company to begin changing Alabamians' tastes. "In the South, we definitely know food and we know flavors," says his brother Brad Wilson, Director of Marketing. "But because our choices were limited, Alabama had lost some of its identity." In 2009, Back Forty introduced their first beer, Naked Pig Pale Ale, followed by Truck Stop Honey Brown Ale. "The idea was to rekindle the idea of craftsmanship, hard work, and love for what you do, using good local ingredients and having an impact on the community," Brad says.

The first thing they did, he adds, "was start thinking about how our company would look on the Internet.

"The Internet is the ultimate leveler, the revolutionary force behind companies like ours."

BRAD WILSON, DIRECTOR OF MARKETING

us to craft our own message." The company also started using Google Analytics to track the effectiveness of their online ads. Together these two Google tools constituted the company's entire marketing program. In addition, Google Apps for Work helped the brewery's scattered staff to collaborate and keep in touch through products like Gmail and Google Docs. And Google Groups helped them join other Alabamians in pressing for progressive new state brewing laws.

When Truck Stop Honey won a silver medal at the Great American Beer

How would people find us?" They quickly turned to AdWords, Google's advertising program. "All the cumbersome bureaucracy of the old marketing world was just immediately stripped away," says Brad. "Google allowed



Festival, distribution offers poured in from as far away as New York and California. The brewery added workers and moved into a 27,000-square-foot warehouse built in the 1940s. They continue to introduce new beers, such as Freckle Belly IPA, Paw Paw's Peach Wheat, and Trade Day Cuban Coffee Stout. Back Forty Beer Company has created a new brand and helped to transform a portion of downtown Gadsden. The company energetically supports its hometown—"we literally have not said no to any charity or community organization in seven years," Brad says. "That's what changes cities, when industries like this come to town. The ripple effect is enormous."

Back Forty Beer Company has 23 employees.

Visit www.backfortybeer.com