

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 Mississippi businesses. Google is helping.

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



\$79.4 million

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

3,900

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

\$723,000

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

Strange Brew Coffeehouse

STARKVILLE, MISSISSIPPI

Mississippi State alumnus Shane Reed opened the Strange Brew Coffeehouse in 2005 as a community gathering place. To differentiate his business from the big-brand coffee shops, he'd stay open 24 hours during finals week and serve "awesome local coffee" (the Albino Squirrel, a white chocolate and hazelnut latte, is a bestseller), house-baked pastries, and traditional "King Cakes," a Mardi Gras favorite. When the financial crisis of 2008 hit, Shane learned what it truly meant to be part of a community. "We made it through, and it taught us a few things about weathering hard times," he says. "Being a small coffee house in a small town in Mississippi, you have to fight to survive."



"Jump in and start using online tools and social media to promote your business. You have to be part of the conversation."

SHANE REED, FOUNDER

address, reviews, menus, and website. They use social media, including Google+, to engage customers and connect with them even when they're not at the coffeehouse. Google Analytics keeps them informed of how users are interacting with their site. Gmail and Google Docs help to keep the business operation flowing.

When a national coffee shop opened branches nearby, Shane and Katelyn

Shane's blend of hometown hospitality, locally roasted coffee, and freshly baked pastries is a winning combination. He and his wife, Katelyn Reed, Head Baker and Shop Manager, rely on Google tools to keep their brand in front of customers. Their Google My Business listing makes it easy for potential customers to find Strange Brew's store hours,

didn't have to worry. "Our sales went up by 22% that year," Shane says. They now sell merchandise online, employ 16 people, and plan to open a shop in Tupelo, Mississippi. They're also opening an ice cream shop called Churn & Spoon right next door to Strange Brew. They believe in "brewing it forward," and support local children's sports teams and other charities. "Sometimes I get a cup of coffee in the middle of the night, when all the college students are hanging out in the shop," he says. "It puts a smile on my face."

Strange Brew Coffeehouse sells 130,000 cups of coffee per year.

Visit www.strangebrewcoffeehouse.com