

# 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.<sup>2</sup>

2 times

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

75%

of the economic value created by the Internet is captured by companies in traditional industries.<sup>3</sup>

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://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](http://www.google.com/economicimpact/methodology.html).

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# The web is working for Oklahoma businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.<sup>1</sup>



## \$281 million

of economic activity Google helped provide for Oklahoma businesses, website publishers and non-profits in 2015.<sup>1</sup>

## 9,000

Oklahoma businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.<sup>1</sup>

## \$1.53 million

of free advertising was provided to Oklahoma non-profits through the Google Ad Grants program.<sup>1</sup>

# Sooner Marketing Solutions

TULSA, OKLAHOMA

Braedon Kruse founded Sooner Marketing Solutions in 2012 to assist owners of small and medium sized businesses with finding success and customers online. "We help frustrated business owners to expand and grow their companies, find better branding, and gain more awareness," Braedon says. Their customers range from a window-tinting business and automotive repair companies, to consultants. They may need anything from a website upgrade to full digital services. "We want them to see our company as an all-around marketing department to devise creative solutions," adds Justin Hernandez, Chief Operating Officer.

"We see a lot of great, awesome businesses start up and then fall through the cracks because nobody knows about them," Braedon says. Sooner Marketing Solutions uses a wide variety of digital tools to help prevent that, particularly AdWords, Google's advertising program, and Google Search Console. "By creating a well-performing

"We recently had someone find us online, and it was our biggest project ever."

BRAEDON KRUSE, CEO

AdWords campaign, we help our customers reach their sales goals in a very efficient timeframe," Justin explains. Google Analytics helps Sooner track and improve the effectiveness of their clients' websites, as well as their own. Google Trends keeps them abreast of what people are searching for online and Search Console helps them optimize their clients' sites for maximum visibility. According to Braedon, "We're always engaged with what Google is doing, so that we can not only adjust our own marketing, but also our clients'."

Sooner Marketing Solutions now has 10 employees who annually serve



70 to 90 regional customers across Oklahoma, Texas, Arkansas, Missouri, and Kansas. The company routinely sees quarterly growth more than double, year-over-year. Their clients

often report very strong growth themselves, thanks in part to their work with Sooner Marketing Solutions. "I was told I was crazy for saying that I wanted to triple our gross sales this year," Braedon says. "But I believe it's going to happen. And every time we increase our sales, I think about all of our clients' businesses, and how we're helping them increase their sales, too. When our clients grow, we grow with them."

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Visit [www.soonermarketing.com](http://www.soonermarketing.com)