

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.

© Copyright 2016. Google and the Google logo are trademarks of Google Inc.



The web is working for South Carolina businesses. Google is helping.

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



\$1.14 billion

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

13,000

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

\$2.15 million

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

Fast Growing Trees

FORT MILL, SOUTH CAROLINA

A tree-loving North Carolina family started selling Royal Empress trees (the world's fastest growing tree) in 2005. At the time it was more of a hobby than a business, one they operated from their back yard. But sales and their product offerings soon multiplied. Marketing shifted from flyers and direct mail to the Internet. By the time they moved to a large rural property in South Carolina in 2013, the aptly named Fast Growing Trees was a thriving enterprise. "It's a family-run business, small, but very high-quality," says Justin French, Director of E-commerce. Today they sell over 500 types of trees and plants to customers across the United States.

The thriving business relies on AdWords, Google's advertising program.

"So many Internet searches happen every day. You have to be there for people to see you."

JUSTIN FRENCH, DIRECTOR OF E-COMMERCE

Analytics to gain online customer insights that help them keep the website effective, especially for visitors using mobile devices. "If we don't know what's going on with our customers on our website, we can't improve," Justin adds. "Those insights help us to give them an even better experience when they come back." A YouTube channel and integrating videos directly into their website lets them share short educational videos about trees with their customers. "In the beginning days of the Internet it was just pictures, but now with video we can tell a richer story," he explains.

From three original family members, Fast Growing Trees has grown to over

"It's definitely the number one driver of customers to our website and it has been since the day we launched," Justin says. "We get a really great return on investment with AdWords." They also depend on Google



150 employees. All of their trees are grown in America, with nursery partners across the country offering varieties that don't thrive in the Southeast. But the biggest rewards of all come at home in rural South Carolina. "There used to be lots of textile mills here, but those largely have moved overseas," Justin says. "So being able to offer employment to some of the people around this area is something we take pride in."

70% of Fast Growing Trees' customers come via Google.

Visit www.fast-growing-trees.com