

# 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

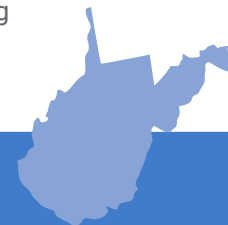
\*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost 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 West Virginia 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>



## \$158 million

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

## 2,700

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

## \$545,000

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

# Mountaineer Brand

SHEPHERDSTOWN, WEST VIRGINIA

While working for the National Guard in 2013, Eric Young grew a beard and wanted to care for it properly. “I was looking for something to use, and saw that everything was more than I could afford to buy,” he says. So he started making his own beard oil in his kitchen. Eric gave some away as Christmas gifts and began selling a bit online. Once he realized that there was real potential to turn his hobby into a business, he called in his younger sister, Meredith, as his partner. In 2014, they built a barn-style workshop on their property along the Potomac River outside Shepherdstown. In the summer of 2015, they hired a digital agency and things really took off.

Today, they use a range of Google tools to market and run the business.

“The Internet has really helped us grow our business and make our presence known.”

ERIC YOUNG, CEO & PRESIDENT

strong return-on-investment with AdWords, particularly from mobile. Google Analytics is their central source of data, allowing them to track performance and gain insights into how their customers are interacting with the website. Google Apps for Work, including Gmail, Google Docs, and Google Sheets, helps to keep this busy company organized and productive. Google Drive is particularly useful for easily sharing photos and graphics with stores and clients.

Mountaineer Brands is now a staff of seven, and they recently moved

“Whenever I’m looking for something, the first thing I do is see if Google has a solution. And Google does,” Meredith says. When they began using AdWords, Google’s advertising program, digital advertising became the cornerstone of their marketing strategy. During the busy holiday season they saw a



into a larger warehouse space to accommodate their explosive growth. Their product line has expanded to include oils, balms, waxes, and shampoos. “What makes Mountaineer Brand different is our dedication to simplicity and value,” Eric says. “We don’t spend money on fancy packaging, and neither do our customers.” He routinely hears from beard aficionados around the world. “To have a guy in India tell me he uses our products all the time and loves them, and sends me pictures of himself with a t-shirt we sent him, that’s just kind of neat.”

Mountaineer Brand has 7 employees.

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

# Capon Springs and Farms

CAPON SPRINGS, WEST VIRGINIA

Four generations of one family have owned and operated Capon Springs and Farms since the depths of the Great Depression in 1932. The company originally bottled the spring water, before resurrecting the historic resort destroyed by fire two decades earlier. Many current guests are descendants of people who first visited 80 years ago. Activities include golf (regular, disc, and fling), hiking, swimming, fishing, spa services and more. "It's an all-inclusive getaway and a step back in time," says Jonathan Bellingham, Marketing Manager. "It's humbling what the place means to so many people. Some of them came here as kids and have now gone through generations of their family, just like ours."

"Digital communication has become an important way to share information and carry on a conversation with our guests."

JONATHAN BELLINGHAM, MARKETING  
MANAGER

learned to use many digital tools. Google Analytics helps them make good business decisions and keep their website relevant. A YouTube channel lets them share videos. Google Docs and Sheets let the extended family communicate easily with one another about the business. Jonathan's niece helps keep their social media fresh and interesting.

Located 100 miles west of Washington, D.C., and open seven months a year, the resort for decades relied solely on word-of-mouth to attract new guests. And it was the regular visitors themselves who encouraged the business into expanding their presence on the web and social media. Since 2013, the resort has revamped their website, including making it mobile-friendly, and has



"We're not trying to go from zero to sixty, but we're certainly going from zero to thirty and learning along the way," Jonathan says. After decades of mostly steady business, Capon Springs and Farms saw more than 6% additional guests and an 8% jump in revenue in 2015. As a successful business in a remote area, they employ 125 seasonal workers, 20 full-time staff, and help support the local fire and rescue squads. The resort's digital surge "has been very reaffirming and very reassuring that the future is bright," Jonathan adds. "Is there a real need in the marketplace and in the world for a place like this? What I'm hearing is a resounding yes."

Capon Springs and  
Farms has 7,500  
seasonal guests.

Visit [www.caponsprings.net](http://www.caponsprings.net)