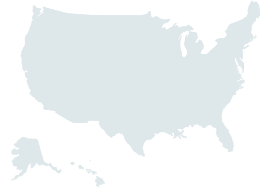


# The web is working for American businesses.

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



1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.<sup>1</sup>

Over 30%

In 2017, over 30 percent of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.<sup>1</sup>

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.<sup>2</sup>

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.<sup>1</sup>

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



Sources:

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 is the sum of the economic impact of Google Search, AdWords, AdSense, and Ad Grants. 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's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. 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).

Note: We measured the total number of clicks on ads posted by U.S. advertisers in 2017 and observed that when a business puts an ad on Google, on average over 30 percent of clicks on that ad come from outside the country.

2. Google/Deloitte, "Connected Small Businesses," 2017

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# The web is working for New Mexico businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.<sup>1</sup>

\$137 million

of economic activity Google helped provide for New Mexico businesses, website publishers, and nonprofits in 2017.<sup>1</sup>

\$4.48 million

of free advertising was provided to New Mexico nonprofits through the Google Ad Grants program in 2017.<sup>1</sup>

4,500

New Mexico businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.<sup>1</sup>





ALBUQUERQUE, NEW MEXICO

# Cutmaster Music

[www.cutmastermusic.com](http://www.cutmastermusic.com)

Chris Romero had a varied early career—biologist, teacher, web developer—but pursued a passion for DJing in his free time. In 2006, he started performing in clubs around Albuquerque, and in 2013, with a \$900 investment, decided to pursue his passion full-time. Cutmaster Music has grown from a one-man DJ service to a full-fledged event production

## Cutmaster Music has 15 employees.

company that handles everything from weddings to corporate events—140 events in 2017 alone. “We do super cool lighting, crazy atmosphere and effects, and we’ve got new, award-winning photo booths,” Chris says. “We try to

add another level of energy to events by staying on the leading edge of lighting, sound, and production.”

Cutmaster Music has been online since the beginning. About 80 percent of their marketing budget goes to digital. Chris uses AdWords, Google’s advertising program, to reach potential customers searching for DJ services. Google Analytics helps him keep his digital campaigns and website content fresh and effective. “I’ll ask people, ‘How did you hear about us?’” Chris says. “And nine times out of ten, the answer is, ‘Just on the web.’” G Suite tools, including Gmail, Calendar, Docs, and Drive, keep his whole staff in touch and on time. “These tools are such a time-saver for me,” he adds. All of these tools combined help him reach



“I knew right away that if I wanted to gain business and sales, a website would be super important.”

CHRIS ROMERO, FOUNDER & OWNER

and communicate with people planning events in and around Albuquerque.

Chris and his DJ operation have come a long way since his first part-time gigs, and he now employs 15 people to keep up with demand. The company is growing at an annual rate of 30 percent, and is projected to do even better this year. Within the last five years, Cutmaster Music has become an authority in the event production industry, and Chris finds that “earning respect for what you do among industry peers is super gratifying.” They have also launched

a new division, Cutmaster Media, to provide photography, videography, and cinematography services to their customers. “We create moments for people to take with them and remember for the rest of their lives,” Chris says, “and I don’t ever take that for granted.”





LAS CRUCES, NEW MEXICO

# The Hatch Chile Store

[www.hatch-green-chile.com](http://www.hatch-green-chile.com)

Preston Mitchell's great, great grandparents founded the first commercial green chile farm in New Mexico's Hatch Valley nearly 80 years ago. When business began to falter, Preston decided to reach new customers by taking the operation online. In 2005, while still a young teen, he launched The Hatch Chile Store. "I understood that Hatch chile

## The Hatch Chile Store has 65 employees.

peppers were famous because of where they're grown, and people from around the country are always looking to get them fresh," Preston explains. Eventually, he bought his grandparents' share in the business and grew The Hatch Chile Store

into one of the largest online retailers of everything fans could want, from fresh chile, to salsas, to apparel. "We provide certified chile peppers grown right here in the Hatch Valley to consumers all over the globe," Preston says proudly.

The Hatch Chile Store has always used the reach of the Internet to crank up the heat on their business. AdWords, Google's advertising program, "is really where it all started," says Preston. "When we signed up for AdWords, our growth absolutely exploded. It was insane. We grew five-fold our first year, and it helped us grab a whole bunch of market share really quickly." Today 95 percent of their marketing budget goes to online advertising, with Google Search and ads driving 70 percent of their web traffic. The company also uses Google



"We've driven all of our sales through online platforms since we started the company, and we continue to see massive growth every year."

PRESTON MITCHELL, PRESIDENT

Analytics to track their site's performance and keep web traffic flowing through checkout. Their blogs and YouTube videos share tasty local recipes with viewers everywhere. And G Suite tools, such as Gmail, Docs, and Drive, power their internal operations.

With an annual growth rate of 55 percent, business shows no signs of cooling down for The Hatch Chile Store. Their prized peppers are available at over 150 retail locations nationwide. They ship their product to Hatch chile aficionados

in a dozen countries, and over 50,000 customers enjoy their chile every year. Even their flagship store in Las Cruces has become a destination for chile lovers visiting New Mexico. All of this is good news for Preston, who takes great pride in being able to continue his family's legacy of sharing the Hatch Valley's famous produce with the world. "Our fans are so passionate about our chile. The fact that I can make their day with a box of them is incredible," he shares. "It's genuinely my favorite part of the job."