



July 31, 2014

Dear Friend,

I'm pleased to share with you our new state-by-state economic impact numbers for 2013. Last year, Google's search and advertising tools helped generate \$111 billion in economic activity in the United States, including \$650 million in South Carolina, benefitting 15,000 businesses and non-profits.

Google is best known as a search engine. Every day, we deliver billions of search results to people around the world. But as you can see, Google is also an engine of economic growth. In the U.S., 97% of Americans look online for local products and services, and millions of businesses use the Internet—and Google tools—to reach these potential customers.

Charleston's Carolima's Catering is a great example of a South Carolina business using Google and the web to grow and thrive. In 2011, Sameka Jenkins left her corporate gig behind to follow her heart. Without a storefront, Sameka relies on the web to connect her with customers. After launching her website, which she started through Google's free South Carolina Get Your Business Online initiative, her business grew 100%; today, more than a quarter of her clients come to her via the web.

You can read her story, and learn more about how we calculate our economic impact, in the enclosed report, or by visiting google.com/economicimpact.

We're proud of how our tools are helping American businesses across the country succeed and we're committed to getting more businesses online. We are also proud to call South Carolina home to our data center in Berkeley County. Please reach out if you'd like to hear about our small business efforts or want to learn about businesses from your area that are using the web to grow and thrive.

Best,

Lilyn Hester
Public Policy & Government Relations Manager, Southeast US Region (NC, SC)



Carolima's Catering

Charleston, South Carolina

www.carolimas.com

After cooking for friends and family for years, Sameka Jenkins decided to leave her corporate job and follow her heart. So in 2011 she opened Carolima's Catering in Charleston, South Carolina. Sameka specializes in creating unique menus for weddings, special events and corporate functions. But with no brick-and-mortar storefront, she needed an efficient way to let her community know that she was open for business.

To do that, she turned to the Internet. Through Google's Get Your Business Online (GYBO) program, she built a site to tout her new enterprise — and her business jumped 100 percent. The site still drives sales a few years after launch. "Probably twenty-five to thirty percent of my business comes from people who have been directed to the website and as a result of it, call me back," she notes. Sameka uses Gmail to connect with customers at anytime, often from her smartphone. She also leverages social media to engage with her customers and potential new clients. Without the Internet and her company's website, she simply says, "I wouldn't be in business." And she offers this advice to others thinking about starting a business

"[The Internet] has given me a lot of flexibility to be able to do things like be here after school for my daughter and have family time, as well as earn a living."

Sameka Jenkins, Owner, Carolima's Catering

and following their dreams, "You have to have an online presence. Otherwise you just won't have the exposure you need."

Sameka predicts a delicious future for Carolima's, with growth driven both by satisfied customers and newcomers who discover her savory services online. Not only has the Internet freed her to follow her dream, but it's also given her the most precious gift of all: more time with her family. "It has given me a lot of flexibility to be able to do things like be here after school for my daughter and have family time, as well as earn a living. I am very grateful to have the flexibility that I have now."

25-30%
of business comes
from her website.

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 business.⁴

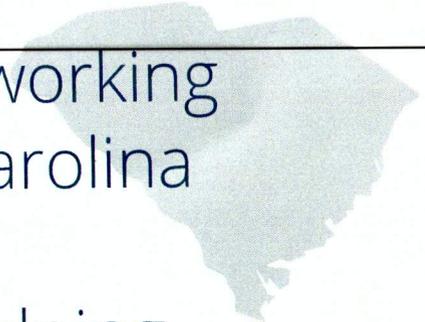
Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2013 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 2013 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 2013 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 South Carolina businesses. Google is helping.



Google helped provide \$650 million of economic activity for South Carolina businesses, website publishers and non-profits in 2013.¹



15,000

South Carolina businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense.¹



\$297,000

of free advertising was provided to 15 South Carolina non-profits through the Google Ad Grants program.¹

Across the U.S., Google's search and advertising tools provided \$111 billion in economic activity in 2013.¹

