

Grow with Google

From local to global

Helping American businesses find new customers around the world



Global growth, local impact.



Every time a global customer buys or downloads from a U.S. website or app, America's exports grow — creating jobs, income, and investment at home. Digital tools enable more businesses to export.

Buy now



70% of consumers in key markets make at least one cross-border purchase each year.¹ Using digital tools, U.S. businesses are increasingly reaching international consumers, driving a digital trade surplus of over \$178 billion.²



Small businesses that export generated \$541 billion in economic output in 2017 and supported more than 6 million jobs.³

¹Pitney Bowes, "The 2017 Global Ecommerce Report," 2017.

²Bureau of Economic Analysis, "International Transactions, International Services, and International Investment Position Tables," 2019.

³U.S. Chamber of Commerce, "Growing Small Business Exports: How Technology Strengthens American Trade," 2019.

Digital tools can help small businesses overcome barriers to exporting and increase international sales.



92% of small businesses that export use digital tools, such as online payment services, translation software, digital marketing, or others.⁴



If small businesses gained better access to foreign markets, including through digital tools, it would increase economic output by \$81 billion and add 900,000 U.S. jobs.⁵

American businesses in all industries and of all sizes can leverage digital tools to find new sales opportunities, enter new markets, and create local jobs.



People around the world are increasingly searching for American-made products. For example, in EU countries, Google searches related to made-in-USA products grew 45% year-over-year.



Google Ads empowers small businesses to reach new international customers. Over 35% of clicks for U.S. businesses advertising on Google come from outside the country, highlighting the growing demand for U.S. goods and services abroad.

⁴ U.S. Chamber of Commerce, "Growing Small Business Exports: How Technology Strengthens American Trade," 2019.

⁵ Ibid, 2019.

Google products help power U.S. exports.



Google Market Finder

Market Finder helps U.S. businesses create export plans, identify promising international opportunities, and promote their products to foreign consumers. On average, businesses that use Market Finder take 12 months to expand into three new markets and grow their international presence online by 10%.

g.co/marketfinder

Google Ads

Google Ads are an effective way for U.S. businesses to reach customers. Businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads.

ads.google.com

YouTube

YouTube helps businesses increase global visibility of their brands, drive excitement about their products, and generate export opportunities, without the need for massive upfront investments in global marketing. On average, over 60% of watch time on content produced by U.S. creators comes from outside of the U.S.

ads.youtube.com



GSuite makes it easy to connect with colleagues, partners, and suppliers worldwide and create everything needed to bring projects to life. [GSuite helps 5 million businesses around the world work faster, smarter, and more collaboratively.](#)

gsuite.google.com



Google Cloud helps small businesses instantly build a secure global footprint and improve operations, without building their own international IT infrastructure. [50% of SMBs using cloud services have pursued new business opportunities because of time saved managing security in the cloud.](#)⁶

cloud.google.com



Google Translate breaks down barriers between sellers and buyers by providing instant translation across 103 languages. [72% of consumers are more likely to buy a product if it has information in their own language.](#)⁷

translate.google.com



Google Play is a one-stop shop for millions of apps, games, movies, and more. Businesses can connect with users in over 190 countries, who are in search of everything from entertainment to productivity solutions. [There are hundreds of thousands of U.S. developers on the Play platform, and exports account for 45% of their revenue.](#)

play.google.com



Android is the world's most popular mobile platform, with more than 2.5 billion monthly active devices worldwide. [There are millions of developers building on Android, publishing over 3 million apps and games on the Play Store in over 190 countries.](#)

android.com



Grow with Google aims to create economic opportunity for all Americans. Digital skills are a must-have in today's economy, and Grow with Google's goal is to ensure that every business owner has the skills they need to succeed domestically and abroad. [Since 2017, Grow with Google has provided over 3 million Americans with digital skills training and upskilling opportunities.](#)

google.com/grow

⁶ T. Bressie, Venturebeat, "4 surprising facts about SMB cloud adoption (infographic)," 2014.
⁷ CSA Research, "Can't Read, Won't Buy," 2014.

Many businesses are growing globally with Google's help.



Let's meet six of them.

Strider Sports International, Inc.

Rapid City, South Dakota

www.striderbikes.com

As a bicycle and motorcycle enthusiast, Ryan McFarland couldn't wait to share his passion for riding with his two-year-old son, Bode. Instead of waiting for him to be able to ride a traditional bike, he created a pedal-less bike that Bode could use immediately. He started Strider in 2007 and has now sold 2.5 million bikes in 78 countries.

International sales account for 60% of all Strider Bikes sold annually. The company's first export was to Japan, which is now its largest international market. One of Strider's most effective marketing vehicles has been YouTube. Internationally, Strider has generated over 10 million views and created local YouTube channels in several markets.



The beauty of the internet is that, even from the most remote locations, you can still be connected to the whole world.

RYAN MCFARLAND, FOUNDER & CEO



Rainbow Loom

Farmington Hills, Michigan

www.rainbowloom.com

Choon Ng was looking for a way to connect with his two daughters, who loved rubber band bracelets. Using push pins and a board, he created a new tool that enabled anyone to easily make rubber band bracelets. After the tool became popular with neighborhood children, Choon tried to sell it in toy stores, but customers didn't understand how to use his product. He created instructional videos on YouTube to explain his invention, and the videos became an overnight sensation, reaching millions of new fans worldwide who loved replicating his creations using the Rainbow Loom tool.

Today, Rainbow Loom's YouTube channel has almost half a million subscribers, and their videos have millions of views from around the world. Rainbow Loom is also featured on popular YouTube channels, which has helped them reach even more customers. International sales make up 60% of Rainbow Loom's business, and they have sold over 14 million units in 75 countries.

Without YouTube, we wouldn't be able to tell customers around the world about our product.

CHONG NG, FOUNDER



Smart Retract

Dubuque, Iowa

www.Retract-A-Gate.com

Marc Pichik knew getting a dog would change his life, but he had no idea how much. He needed a gate to contain his curious puppy but found the options bulky and awkward. Thinking others may feel the same, he invented Retract-A-Gate. His sleek and compact retractable safety gates for kids and pets are 100% made in the USA and sold in over 20 countries.

Because Marc uses a direct-to-consumer model with no local retailers or distributors to sell his products, he relies heavily on Google Ads and YouTube to establish and maintain his presence overseas. Currently, 20% of Smart Retract's sales come from outside of the U.S., and that number is continuing to grow.



Google tools allowed us to access international markets since the company's early days.

MARC PICHIK, FOUNDER & CEO



Rope Lace Supply

Orlando, Florida

www.ropelacesupply.com

As university freshmen, Victoria Weiss and Eric Delgado made extra cash buying and selling collectible sneakers. Sneaker accessories were very popular, but they realized that no one was selling just shoelaces. They ordered a small batch of colored shoelaces and sold out of all 600 pairs in two weeks. The couple decided to turn their hobby into an online business, launching Rope Lace Supply in 2014 and selling internationally from the start. **They now offer 150 different styles of shoelaces and sell to customers in 120 countries.**

International sales make up 10% of Rope Lace Supply's business. To reach fellow sneakerheads in the U.S. and around the world, Victoria and Eric use Google Ads to find the right customers: people who want to buy shoelaces in different colors, styles, and materials. They also use Google Analytics to better understand their customers, identify new opportunities, and inform the types of shoelaces they design.

With the internet, if you have something that you're passionate about — even shoelaces — you can grow a global business.

ERIC DELGADO, CO-FOUNDER



SleepPhones

Erie, Pennsylvania
www.sleepphones.com

Dr. Wei-Shin Lai, a family physician, had trouble falling back asleep after late-night patient calls. She wanted to listen to meditative music without waking her husband, but headphones and earbuds were not sleep-friendly. Dr. Lai capitalized on this gap in the market to create her own device, putting headphones into a comfortable headband. **Twelve years later, they have sold more than 1 million SleepPhones in over 80 countries.**

SleepPhones is fueled by an international network for sales and distribution, and the internet is vital to its efforts. Google Analytics lets Wei-Shin see countries where people engage with her site and make purchases, so she can work with distributors to meet demand. The company is also beta-testing a content platform — music that helps people sleep — that relies on Google Cloud for fast delivery around the world.



If you're trying to grow, you need to leverage the internet. We love the control that Google gives us globally.

WEI-SHIN LAI, FOUNDER & CEO



The Bow Tie Club

Gaithersburg, Maryland
www.bowtieclub.com

Kirk Hinckley worked in men's clothing and saw firsthand that bow ties were low-quality, overpriced, or treated as an afterthought. Seeing an opportunity, he and his wife, Corinne, started The Bow Tie Club in 1994 to offer high-quality, American-made bow ties. **Today, they have sold over 30,000 bow ties in 50 countries.**

When The Bow Tie Club opened, going global was not a possibility for most small businesses. "The only form of marketing was in print catalogs. When we discovered Google tools, we were able to start selling internationally," said Kirk. Export sales now drive 20% of their business. Their international ad budget is very focused on Google Ads, which helps Kirk and Corinne target a global community of bow tie wearers.

Even though we're a small business, we're an international business thanks to the internet.

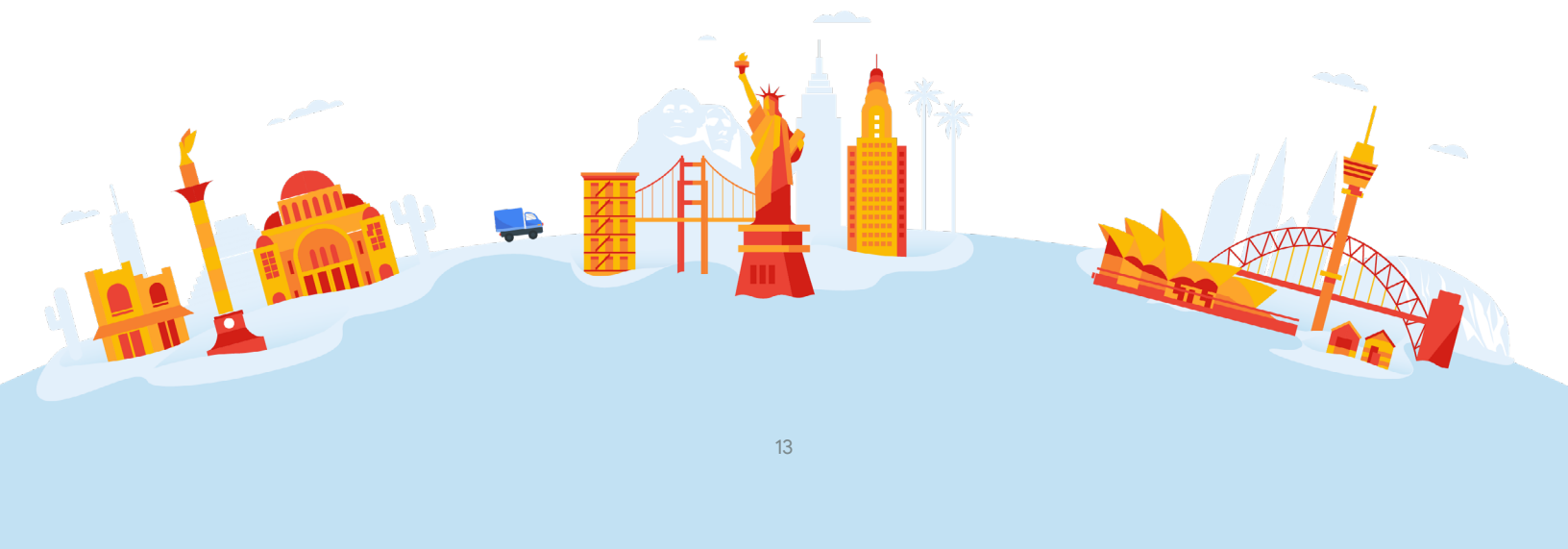
KIRK HINKLEY, FOUNDER & CO-PRESIDENT



Grow with Google

Export opportunities are everywhere.
Google is helping American small businesses
seize more of them.

To learn more, visit grow.google/export



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grow.google/export