



“YouTube videos have helped illustrate what makes David’s product different.”

NEIL ROSEKRANS, DIGITAL MARKETER

Espinoza Boot Maker

www.espinozabootmaker.com

David Espinoza opened Espinoza Boot Maker in 1990, but his passion for boots began more than 50 years earlier at a boot shop near his high school. Each day, David would walk past the boot shop and the stockyards, a major hub for ranching activity in Phoenix. He admired the cowboy boots and wanted to know how to make them. After learning the trade from the bootmaker, David opened his own shop and got to work. “I wanted to have a place where I could meet customers and make my product. I started making boots one pair at a time for each individual customer,” said David. Getting those customers, though, proved to be a bit of a challenge because David’s unique custom boot designs are more expensive than boots available at big-name stores. When the business strengthened its digital presence, David finally saw tangible results. “The website we have now has been a very effective tool. I can see what products the customers are responding to and how customers are responding to the marketing we’re doing” he said.

David teamed up with Neil Rosekrans, a web designer and digital marketer, to build Espinoza Boot Maker’s new site and implement tools like Google Analytics. “We started with Google Analytics to get a good understanding of where the site traffic comes from. The month we launched the website was the highest revenue month in the business’s 27 year history,” said Neil. Espinoza Boot Maker also credits its growth to Google Maps and Google



PHOENIX, ARIZONA

Espinoza Boot Maker produces 300 pairs of handmade boots annually.

My Business. “Getting on Google Maps and Google My Business has really helped people find the location of our shop and contact us. Every month we see more people viewing our photos and calling or requesting directions to the shop,” said Neil.

Today, about 40% of David’s custom requests come from Google Ads. David and Neil’s work with YouTube in the last year has also led to higher sales. “One of the reasons behind our improved metrics is YouTube. Bootmaking is an art that can be much more appreciated when the customer understands how the product is made and the attention to detail that we put into our craft,” said David. “If we didn’t pursue this method of marketing, we wouldn’t have as much business as we have now.” From daydreaming about cowboy boots to making them himself, David is proud to call himself a small business owner: “I always encourage people to start their own small business because that’s the best way to financial and personal freedom.”

ARIZONA NUMBERS

\$5.55 billion

of economic activity Google helped provide for Arizona businesses, website publishers, and nonprofits in 2018.

\$5.68 million

of free advertising was provided to Arizona nonprofits through the Google Ad Grants program in 2018.¹

26,000

Arizona businesses, website publishers, and nonprofits benefited from using Google’s advertising solutions, Google Ads and AdSense, in 2018.¹