Training Guide



Bing™ ads Made Easy

Powered by RRW

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

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Limited Special Offer for You:

Bing Ads Made Easy

(Video Training)



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Introduction:



Welcome to the latest and very easy to apply "Bing Ads" Training, designed to take you by the hand and walk you through the process of getting the most out of Bing Ads on behalf of your business.

I'm very excited to have you here, and I know this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Bing Ads, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 5 sections. This is exactly what you are going to learn:

Section 1: Bing Ads Basics

In Chapters 1 through 3, we'll talk about: What is Bing and why use it for your business?, What are Bing Ads All about? And What advertising goals Bing actually offers for your business?

Section 2: Setting Everything up

In Chapters 4 through 6, we'll talk about: What you should do right before creating Bing Ads, Setting up your Bing Ads Account and Getting to know your Bing Ads Account

Section 3: Creating Ad Campaigns – Step by Step

In Chapters 7 through 10, we'll talk about: Visits to my website, Visits to my business location, Conversions in my website and Phone calls to my business

Section 4: Advanced Bing Advertising Strategies

In Chapters 11 through 16, we'll talk about: 7 Advanced Level Advantages of the Bing Ads Platform, Importing Campaigns from Google AdWords, Optimizing with Advanced Campaign Settings, Setting up Dynamic Text Ads, Advanced Automated Rules Strategies and Remarketing with Bing Ads

Section 5: Additional Tips to consider

In Chapters 17 through 20, we'll talk about: Dos and Don'ts, Premium tools and Services to consider, Shocking Case Studies and Frequently Asked Questions

Well, it's time for you to start getting the most out of Bing Ads. I know you'll love this training.

To Your Success,

Your Name



Section 1

Bing Ads Basics

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

Chapter 1: What is Bing and why use it for your business?

What is Bing?



Bing is nothing more than Microsoft's proprietary search engine. It was formerly known as the "**windows live search**" service, and later as the "**live search**" engine. It has been integrated into windows services since the MSN days, so it is more than likely that you have used it at some point.

Bing is a search engine just like Google. Despite not being as popular as the latter, it still accounts for more than 20% of web searches currently made in the US. It is integrated into Windows operating systems, and offers a number of attractive features including:

- ✓ Advanced multimedia searches
- ✓ Sub links on search result URLs
- ✓ Mathematical calculations, rate conversions and computational calculations can be made on the Bing platform, directly from the Bing search bar
- ✓ Integration with the Oxford dictionary to make finding definitions easier

The Bing search engine also allows users to scour the web for images, videos and news, while also giving them access to Windows tools such as "**Office**" and "**Outlook**".

Bing Benefits for Businesses

The Bing search engine has quite a good list of benefits for business, especially when it comes to helping businesses acquire a wider reach on the internet which makes their products, apps and services easier to find.

Don't limit yourself to Google if you also want to:

- ✓ Get more web based traffic. Send your business' website to the Bing search engine to get more visibility, more leads and more sales.
- ✓ Give more detailed data about your business to your potential clients through all types of devices.
- ✓ reach that 30% of people that don't use Google as their search engine of choice
- ✓ It offers a very robust advertising platform that will further help you and your business reach that elusive 30% of consumers.

Bing Shocking Facts

- ✓ Some studies have been made to compare how Bing and Google measure against each other and have found that Bing gives better and more specific results for the majority of search queries used in these studies (source)
- ✓ It is said that the feature that launched Bing to stardom was its daily changing background, which showcases a photograph of landmark landscapes and buildings around the world (source)

- ✓ The Bing search engine indexes over 2 billion Facebook updates and half a billion tweets on a daily basis (source)
- ✓ The Bing search engine powers the Yahoo! search engine, which means that when you use Yahoo's engine, you are basically using Bing
- ✓ Bing incorporates Facebook data in its algorithm as a source of social media input (source)

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Chapter 2: What are Bing Ads All about?



Much in the same way that Bing is Microsoft's answer to the wildly popular Google search engine, Bing Ads is the company's answer to AdWords, the industry leading pay per click advertising platform for those wanting to advertise to people using the Google network.

This time around, ads will be served to people using Bing, and advertising material will be shown to consumers doing their searches in the Bing search network. Let's take a deeper look at this magnificent online advertising service.

What are Bing Ads?

Bing ads are pay-per-click ads displayed in the Bing search network. These ads work under the same pay-per-click system employed by Bing's competitor, Google AdWords. Bing ads will show a variety of ads to people according to demographic data specified by the advertiser.

The success of a Bing Ads marketing campaign will depend greatly on two factors: how much money do advertisers put on their bids, and the advertisement's click through rate, or the number of times users being served

the ads click on them. This determines how frequently ads are shown in the network.

The bid placed by advertisers is nothing more than the max amount that they are willing to pay for the placement of their ads. Ads from one advertiser will not show in certain places when another advertiser outbids them with a higher amount for the same place.

Bing Ads Benefits for Businesses

Any business looking to grow online needs to adequately run a display advertising program. Without the exposure provided by paid advertising, a business will inevitably get lost in the sea of businesses that have an established presence online. Bing Ads offer the following benefits to businesses all around the world.

- ✓ Bing Ads can reach customers across all devices, no matter if they are looking for your products or services at home, at work or on the go!
- ✓ Bing Ads will help you go local or global by way of millions of unique searches on the Bing network. Bing provides customers specific information at the national, regional and local level
- ✓ If you are already running a successful ad campaign on Google AdWords, you can easily import it from there to your Bing Ads account without having to create it from scratch!
- ✓ Signing up to the service is free and you can start advertising with any budget
- ✓ Pay only for clicks, nothing else!

Bing Ads Shocking Facts

- ✓ Bing Ads have a reach of 6 billion monthly searches on the network (source)
- ✓ Local, travel, shopping and health related searches account for up to 40% of search queries, which gives an advantage to businesses in those industries (source)
- ✓ Searchers on the Bing network are likely to spend 21.5% more than the average web searcher and 0.76% more than searchers on Google (source)
- ✓ 58% of searchers on the Bing network are female, which impacts ad campaigns differently when compared to the Google network, where 45% of searchers are female (source)
- ✓ The demographic available to target with Bing Ads is older, has achieved a higher education and earns a higher income than the demographics than you can target on the Google network (source)

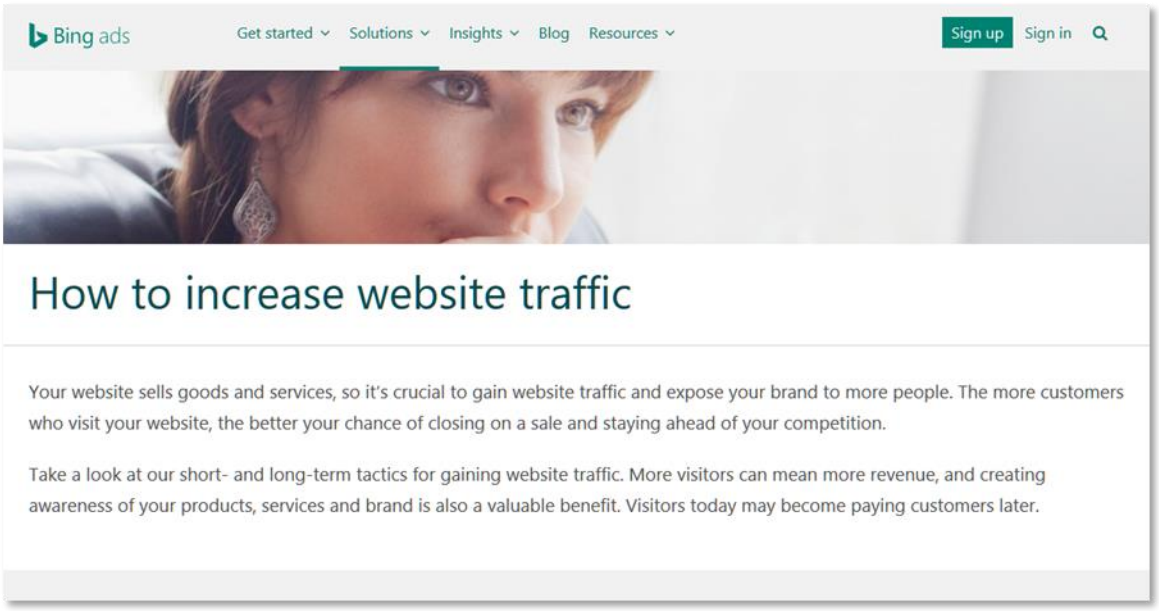
Chapter 3: What advertising goals does Bing actually offer for your business?

There are several ways to get people through your doors, and online advertising has made this a lot more versatile than it has ever been.

The ultimate goal of an advertising campaign is always to get more customers, and to keep them interested in our business for the long term.

Bing offers a good number of options to do so through their Bing Ads platform, so let's take a brief look at them.

Visits to my website



Your website can be as important as your physical business location. In some instances, it can be much more important, because that is where you'll be getting most of your clients.

Do you think that Amazon.com would be as big as it is now if it were only a lot of distribution warehouses? Not even close!

That is why increasing your website traffic is on the forefront of the advertising goals offered by Bing Ads. When more people start visiting your website, the better your chances of acquiring a client, making a sale or closing a deal.

This advertising goal will allow you to:

- ✓ Increase your ads position to make it easier for your customers to find your offers by increasing your keyword bids
- ✓ Broaden your reach by updating your geo-targeting settings to include a larger market
- ✓ Stay up to date with new search terms
- ✓ Extend ads to partner sites

Visits to my business location

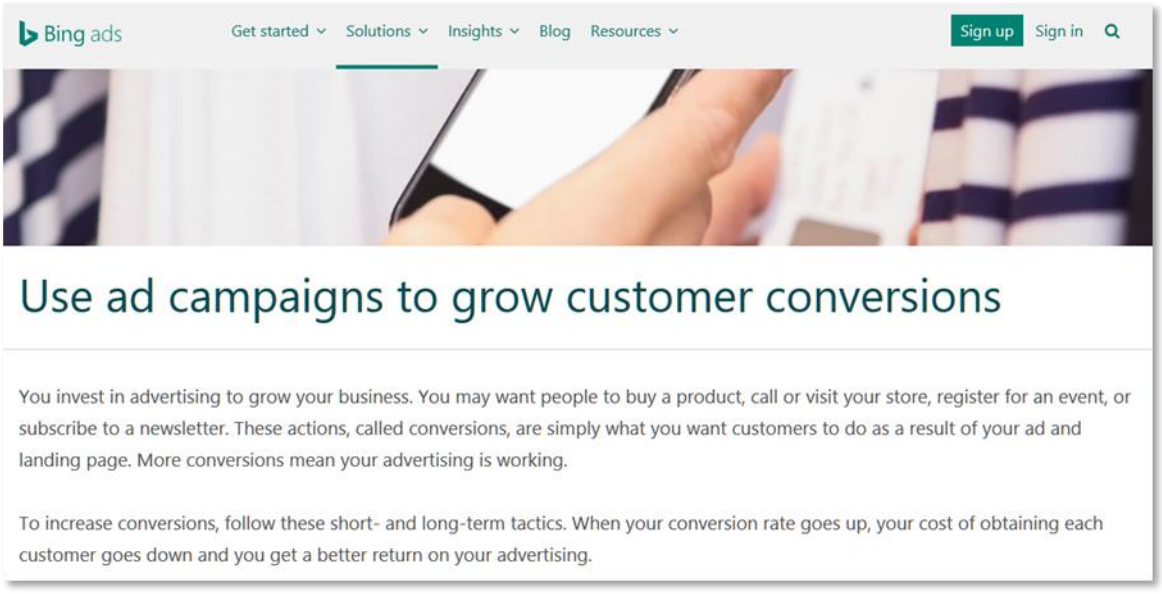


Your online presence matters a lot, but you also want to maximize your actual in-store traffic to drive more sales, especially if you are running a location-dominant type of business, such as a restaurant or a bakery.

Bing Ads will allow you to effectively market your physical business location by giving more visibility to your business location through the most relevant searches.

- ✓ You'll be able to draw customers in by including your address and directions links in your ads
- ✓ You can focus on local customers by directing your advertising to people located near your business. You can do this by targeting a very specific demographic within a certain distance, city, zip code or radius!

Conversions in my website



It is true that the main goal of your advertising campaign is to make more money for you and your business, but if you really want to convert people clicking through your ads to your site into actual customers, then you need them to take

action right on the spot. Bing Ads can help you use a campaign to grow customer conversions.

- ✓ Conversions on your website are a metric indirectly telling you how well your advertising campaigns are working
- ✓ Website conversions can help you identify what your customers actually want
- ✓ You'll be able to track website conversions through actions taken by your customers, such as registering for newsletters, signing in for a service and purchases

Phone calls to my business



Increasing phone calls to your business is a long term goal that will allow you to capture more deals and boost your revenue. Customer service through email just cannot beat an old fashioned phone call in some instances, so it is important for you to learn how to drive more phone calls to your business.

- ✓ Bing Ads will allow you to place a clickable phone number on your ads, which is great for getting smartphone users to call you with a simple tap on their phone screens!
- ✓ Strong calls to action included in your ads will inspire a sense of urgency in your customers, which is good for driving leads to contact you first
- ✓ You can easily track call forwarding details through your "**Reports**" page
- ✓ You can increase your bids during business hours to serve your ads to people in working mode!



Section 2

Setting Everything up

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

Chapter 4: What you should do right before creating Bing Ads

With all that we have told you about how great it is to have your business in the Bing network, and after checking out how awesome it will be to market your business using Bing Ads, we are sure that you are excited and hyped up about getting started.

There are three important actions to take before you can create and run your Bing Ads. In this chapter, you'll learn what you should do right before creating Bing Ads.

Creating your website



You need to prepare a website for your business if you want to run Bing Ads. First, because it is a Bing Ads requirement, and secondly, because you need a place to send your leads when they click on your Ads. If you already have a website for your business, congratulations! You are one step ahead in the process.

If you don't have a business website yet, here are the easy steps that you have to follow to create one.

First, you'll need to think up a name for your website domain. Your website domain is, to put it simply, the name of your website address.

The domain name for your business website should be something directly related to the name of your business. Ideally, it should include the name of your business, plus something else if necessary.

You can always check to see if your domain name is available in your domain vendor website. We recommend you buy your domain name from "**hostgator**".

Go to hostgator.com, and click on "**domains**".

Enter the domain name that you would like to use in the "**choose your new web address**" bar, and click on "**search**" to check if it is available. Once you check availability, buy it.

Now that your domain name is ready, you need hosting and tools to easily create your website. We recommend you buy both hosting and your website builder from HostGator, because the company offers a hosting plus website builder bundle for an amazing price.

Go to hostgator.com and click on "**WordPress hosting**". There are three plans available. For a business just establishing a presence online, we recommend you

pick the "**standard plan.**" It includes two WordPress website installations on the same server, up to 200,000 visitors a month and 150 GB of storage space.

You can always upgrade your plan once your business website starts getting more traffic. From then on, it will be a simple matter of logging into your HostGator account, installing WordPress and begin customizing your business websites.

Now that you know how to create a website for Bing Ads with a few clicks of your mouse, we would like to give you some advice for creating the best website possible for the Bing Ads platform.

- ✓ The Bing Ads platform tends to favor older domains when it comes to positioning websites in the first page of results. If you are creating your business website from scratch, we recommend you look for older domains that are for sale that could fit your business' theme.
- ✓ The Bing platform puts more emphasis on relevant results than Google does, which puts greater emphasis on socially relevant results. Focus on using straightforward keywords for the SEO in your business website, as opposed to broad matching keywords.
- ✓ If you plan to promote CPA or affiliate offers through your site, you won't need to create landing pages on your site for your Ads. Instead, you can simply redirect your leads from your Ads all the way through your site!
- ✓ Create opportunities for conversions on your site and promote them through your website. For example, you can invite your leads to sign up for a free newsletter, or to sign up to receive notifications for upcoming promotions in your store's location!

Your Business location



Your business is important to your customers, so it is important to give them the right information at the right moment. With Bing Ads you can get online customers to your store by allowing them to find your business on all their devices.

First, you'll need to add your business to Bing with "**Bing places for business**". Simply go to "www.bingplaces.com" and do the following.

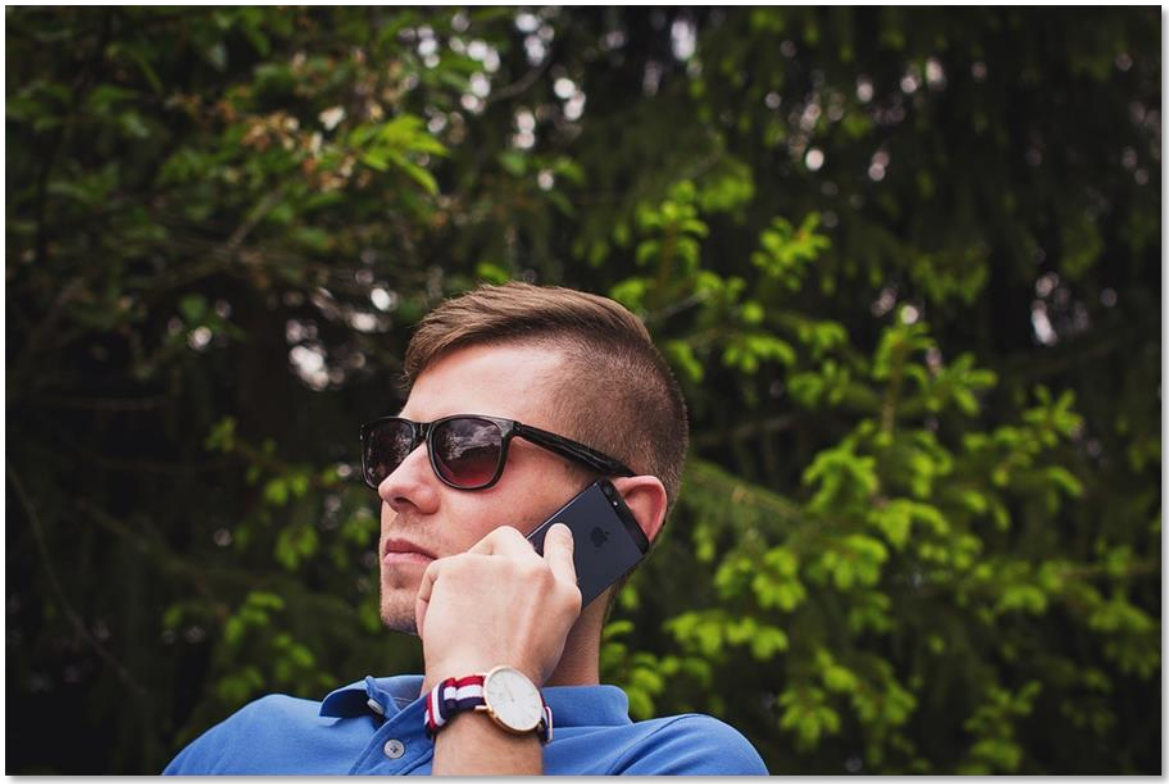
- ✓ **Claim your listing**: It is possible that Bing already has a listing for your business. If that's the case, simply claim your listing. If there is no listing for your business on Bing, you can always add a new one.
- ✓ **Complete your listing profile**: After you claim or create your business listing on Bing, you have to add all the information that you know will help

people find your business on the first try. Information such as services offered, hours of operation, help with directions and photos are essential!

- ✓ **Verify your listing:** You have to verify that your listing is in fact for your business in order to gain exclusive access to it, so no unauthorized changes can be made to it by any means. You can verify your business by receiving and confirming a PIN number to your business address, by phone or by email.

After you list your business on Bing, the platform offers you a solution called **"location extension."** It will allow you to put your **"Bing places for business"** listing information right in front of your customers through your ads!

Your Business Phone Number

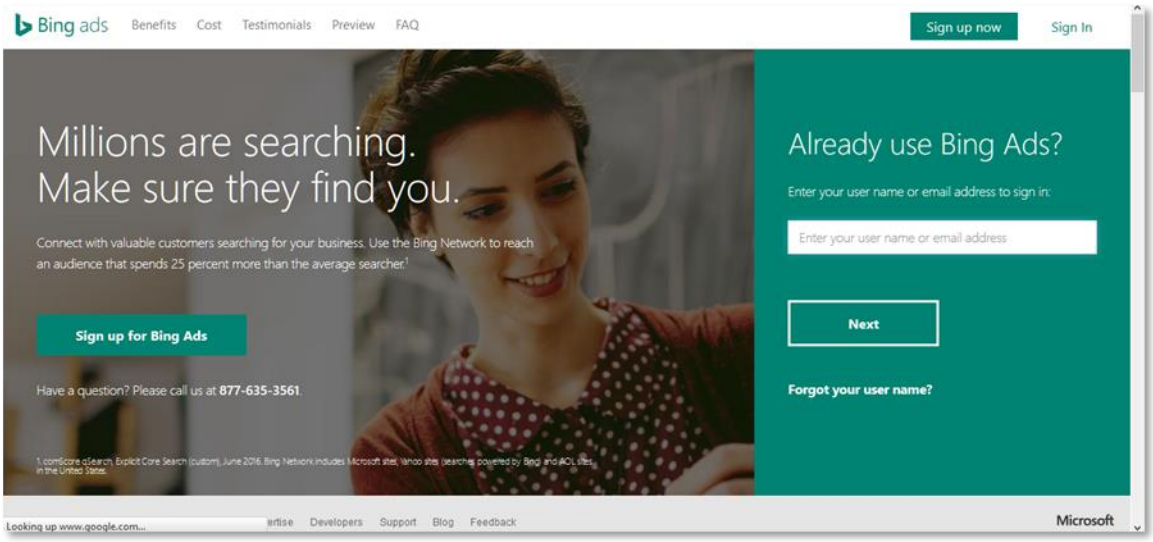


When you add "**location extension**" to your ads, they will show the business phone number that you provided Bing when you claimed or added your business listing.

Of course, this phone number is the one that will be associated with your specific business location, which can be a limitation in some instances.

Thanks to the "**call extensions**" feature, you can also add an additional phone number to your ads, one that is not limited to one location, but that is appropriate to promote all locations where your ad is served, so customers from different locations can contact your business by phone without a hassle!

Chapter 5: Setting up your Bing Ads Account



As you can attest from the information that we have been showing you in the past four chapters, the Bing network is an incredibly powerful platform that will give your business some powerful benefits to leverage.

What makes it better is that you can also use it to market your business through display advertising with the Bing Ads service.

In this chapter, we will show you how to finally get started by creating your own Bing Ads account. The process is fairly simple and straightforward, but you'll need to have the following stuff ready:

- ✓ An Outlook, Hotmail, MSN or other type of Windows Live service account
- ✓ Your business info

Get started by going to www.bingads.com, then click on "**sign up for Bing ads**". You'll be taken to the "**welcome to Bing ads**" screen, where you'll see two options to start the sign up process:

- ✓ **Use an existing email address**: Enter an existing Outlook, Hotmail, MSN or other type of email address provided by Microsoft to register if you have one.
- ✓ **Create a new email address**: If you don't have an email address from a Microsoft email service, you can check this option and click on the "**next**" button to create it and sign up.

For the purposes of this chapter, we will sign up with an existing email address. We will enter our Hotmail email address here to continue with the sign up process, click on "**check availability**" and then click on "**next**".

You'll be prompted to enter your password and to click on sign in, just as if you were logging in to check your email.

Now you are in the "**create account**" section. You have the option to sign out from this account and sign in to a different one if you wish before proceeding with the creation of your Bing Ads account.

If that's not the case, you can continue with the sign up process. In the "Bing Ads account info" section, you'll be asked to enter some info related to you and your business: Your company name, your first and last names, your email address, your business phone number, your business location, your language, your currency and your time zone.

Some of this info will already be in place by default based on your Microsoft account, but you can change it if needed.

Enter the rest of the information, and click on "**create account**".

Congratulations! Now, you have a Bing Ads account. You'll be invited to start running your first ad campaign on the platform, and will be presented with two options to do so:

- ✓ **Option 1: Import from Google AdWords**: If you are already running ad campaigns on Google AdWords, you can easily import them straight to your Bing Ads account to start running them on the Bing platform. You'll only have to click on the "sign in to Google" button, which will sign you into your AdWords account to start the campaign importing process.
- ✓ **Option 2: Create a new campaign**: You can create a new campaign from scratch with option two. Enter your ad type, your ad title, your ad text, your display URL, your landing page or destination URL, a mobile URL and your ad layout.

  You can then choose your keywords and configure your campaign settings including the name of your campaign, your budget, your bid strategy, your target locations and other advanced location options. After you configure all your campaign settings, simply click on "**save**" to get your ad campaign reviewed before it runs!

Also, you can choose "**option 3: skip this step**" to work on your campaign later. This is recommended if you're not familiar with your account. For the purposes of this chapter, we will check option three and hit "**continue**" to proceed.

After this step, you'll be asked to enter your billing info. First, you'll have to specify your billing country or region, and then your billing method from "**billing options**". You'll be presented with two methods:

- ✓ **Post Pay:** this method will allow you to pay for your advertising fees after you run a campaign, and the only form of payment available for this method is by credit card.
- ✓ **Pre Pay:** this method will allow you to pay in advance before running a campaign. This is especially helpful for people with a set budget or for those wanting to use other forms of payment other than a credit card. You can use PayPal, checks and bank transfers as forms of payments.

You can set this up right at this moment, or you can decide to skip this step and customize it later. Keep in mind that you'll have to add a payment method before you run ad campaigns, otherwise they will not run. For the purposes of this chapter, we will skip this step.

Now you have completed the sign up process and have your own Bing Ads account. Please, stay tuned. In our next chapter, we will be introducing you to your Bing Ads account, so you get to learn it from top to bottom!

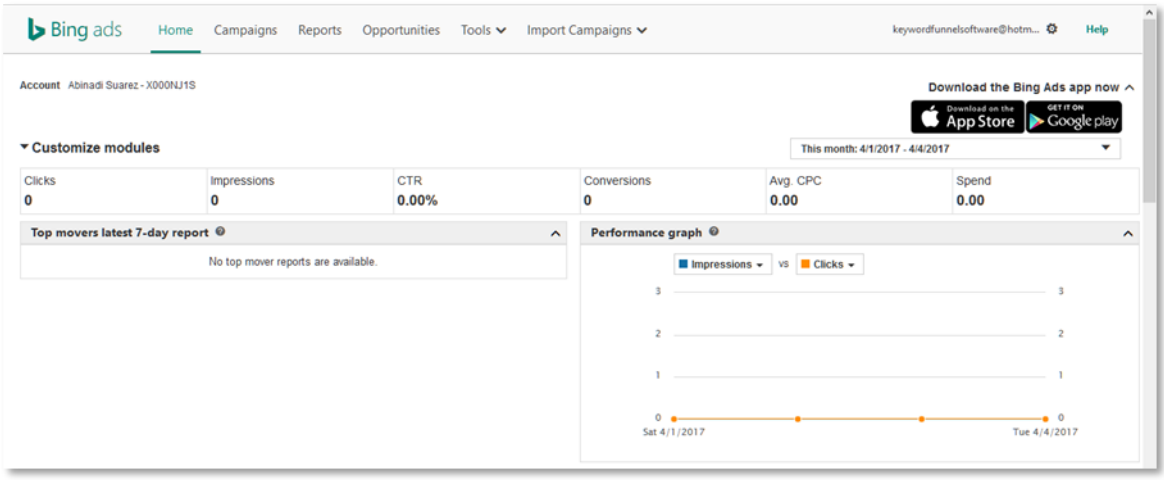
Chapter 6: Getting to know your Bing Ads Account

After you create your Bing Ads account, the most sensible thing to do is get to know it thoroughly. This can be a bit of a task. All the elements, text and tabs can look somewhat intimidating and confusing for some people, especially for those that have no experience with search engine marketing tools.

We have decided to take you on a tour through your Bing Ads account to explain the features and functionalities of your Bing Ads account to you in the simplest and smartest way possible. We guarantee you'll come out with a natural, streamlined understanding of how your Bing Ads account works, which will allow you to proceed with the rest of the training like a pro!

Sign into your Bing Ads account and fasten your seatbelt, because we are about to show you how each section of your account works, one by one!

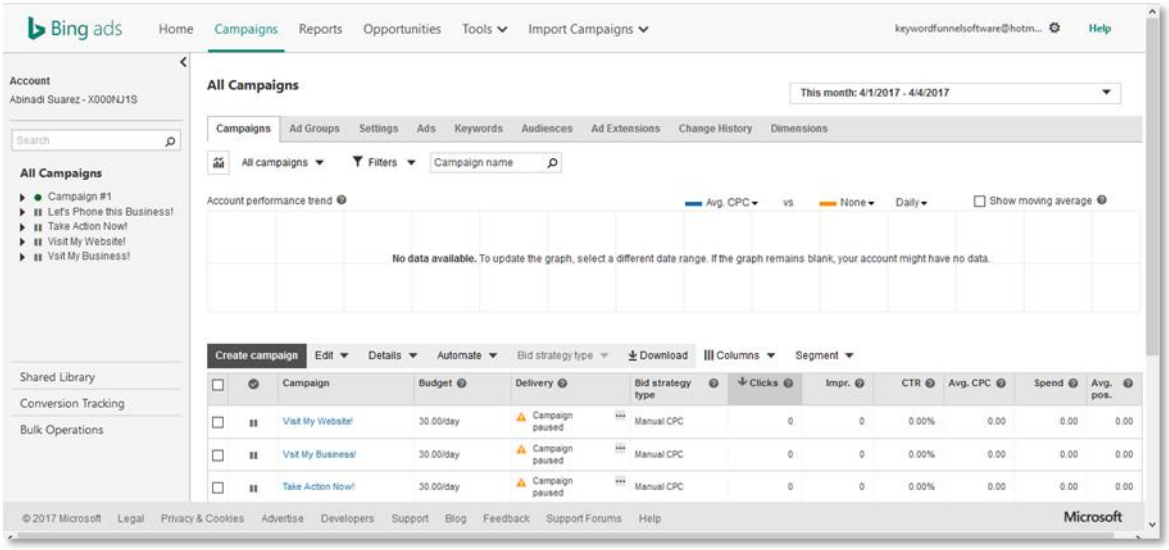
Home



This is the first section available and the one you'll commonly see when you log into your Bing Ads account. It will show you an updated overview of your account performance. Here, you'll be able to see the number of clicks and impressions your ad received for the prior 5 hours, as well as your Click-Through-Rate, number of conversions, average cost-per-click and your total spend.

You'll be presented with a performance graph that will show you a graphic representation of performance, going from clicks to conversions and more. It will also allow you to select a value and compare it to another one to measure performance on various levels. You can scroll down to view more data overviews.

Campaigns



You'll manage all your ad campaigns, ad groups, ads and ad configurations from this section. There are three features that are worth looking at before delving in detail into the ad management stuff. On your left, under "**all campaigns**", you'll see "**shared library**", "**conversion tracking**" and "**bulk operations**".

With a shared library, you'll be able to see and customize a list of elements that can be shared between campaigns, such as "**audiences**", "**budgets**", "**negative keywords**" and "**URL options**". In "**conversion tracking**" you'll be able to create a tracking code called a "**universal event tracking tag**" that you can add to your website in the "**UET Tag**" section. You'll just have to create it by hitting the "**create UET Tag**" button and then adding it to your business website code.

Now in the "**conversion goals**" section, you can define user activities in your website to track using your UET tag. Finally, in the "**bulk operations**" section you'll be able to filter data and make changes across multiple accounts from one place.

Here, you'll be able to operate with "**automated rules**" to save time by automating your most common tasks and "**bulk edits**" to make changes from the campaigns, ad groups, ads and keyword tabs.

Now let's take a closer look at the "**campaigns**" section starting with the "**campaigns**" tab. The first element that will stand out is a graphic showcasing your campaigns performance during a given time frame.

Below, you'll be able to see your campaigns in detail. You'll be shown each campaign's budget, delivery, bid strategy type, number of clicks, impressions, Click through Rate, average Cost Per Click, the total amount spent on them, so far and their average position.

You can edit them by marking the check box beside them. It is from this tab where you'll be able to create new campaigns by clicking on "**create campaign**". Now, let's move on to the "**ad groups**" tab, where you'll be able to check each ad group separately.

In this section, you'll be able to manage each ad group in the menu located below the performance tab. Just like in the "**campaigns**" tab, you'll be able to see each ad group accompanied by a performance overview in detail. You can also edit them from here, as well as create new ad groups with the "**create ad group**" button.

In the "**settings**" tab, you'll be able to optimize your campaign's settings as needed after they start running. Simply access each value to optimize them accordingly. The "**ads**" tab will allow you to access your ads separately to edit them, to create new ones and to check their performance, much like the aforementioned "**campaigns**" and "**ad groups**" tabs.

It is worth noting that the "edit" menu will allow you to enable, pause and delete your ads, without having to edit them further. These options are also available in the "**edit**" menu for "**campaigns**" and "**ad groups**".

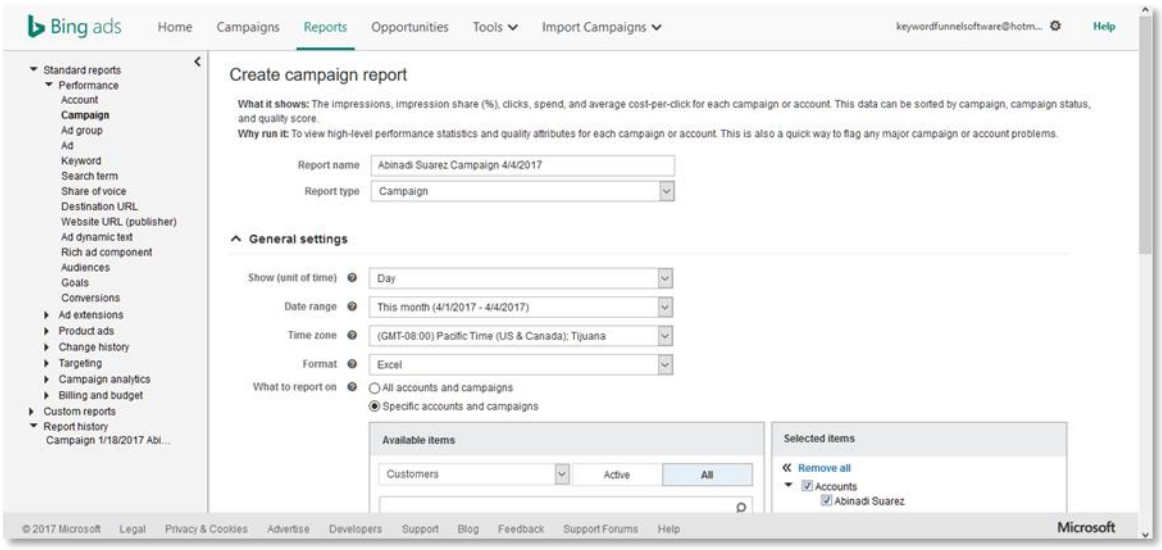
In the "**keywords**" tab, you'll be able to manage all the keywords that you have created so far with your campaigns. This section will give you a graphic and an in detail performance overview of each keyword with data collected from their performance on each campaign and ad group where they are being targeted. You can edit your existing keywords and create new ones from here, as well!

In the "**audiences**" tab, you'll be able to manage the audiences that you are targeting. Here, you'll also be able to optimize your audience associations, check their performance, edit them and create new audience associations.

In the "**ad extensions**" tab, you'll be able to create ad extensions to insert in your ads, of which there are several including "**app extensions**" and "**call extensions**". In the "change history" tab, you'll be able to see a timed catalog of all the changes made on ads, campaigns and other elements in your account.

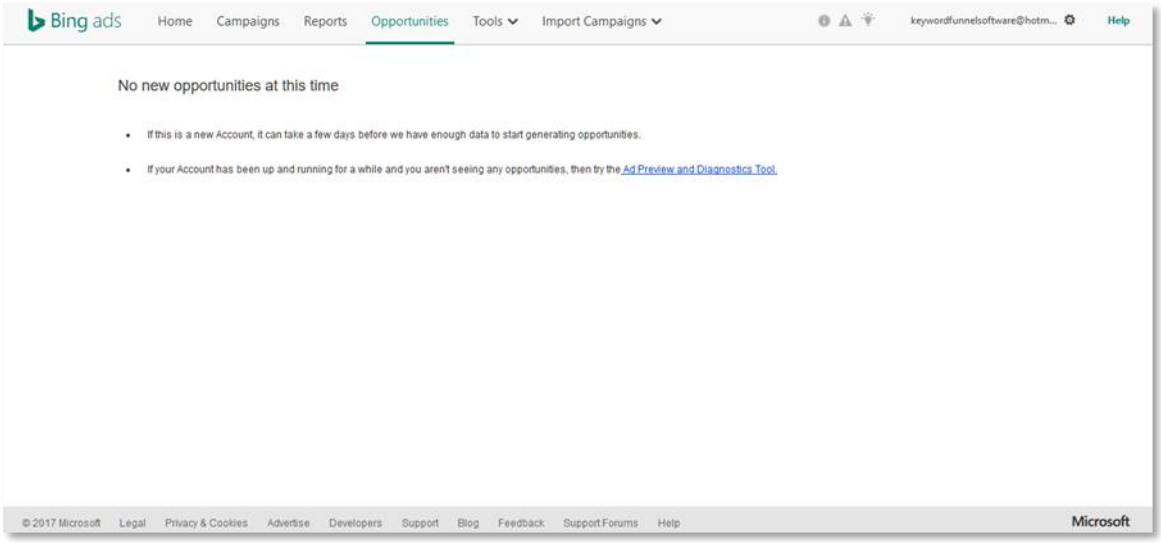
Finally, the "**dimensions**" tab will allow you to take a closer and more detailed look at every performance metric for your advertising campaigns. Simply click on the "**search**" menu to select an element to examine!

Reports



In "**reports,**" you'll be able to generate a report that will inform you of even more performance details with high-level performance statistics and quality attributes for each campaign or account. These reports are so detailed that they will help you identify problems within your campaigns and take immediate action to address them.

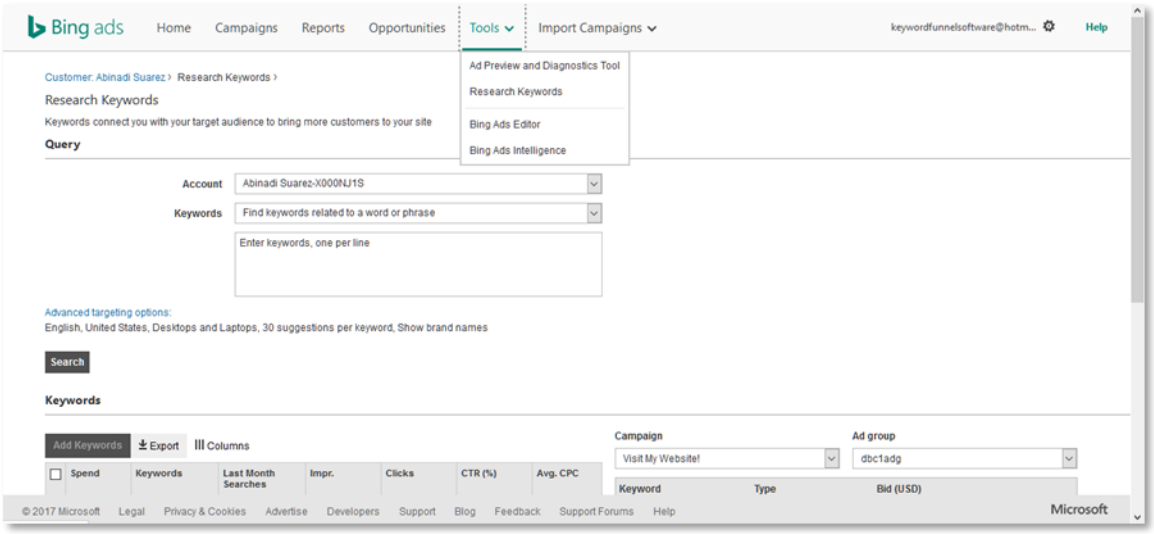
Opportunities



The "**opportunities**" section is a helpful resource that will provide you with constant performance suggestions to implement in your campaigns. At the same time, it will offer you an overview of the impact that implementing such suggestions can potentially have when implemented under certain circumstances.

You'll have to wait a couple of days for this section to be refreshed with information when your account is new, because it is worth it to come back to regularly.

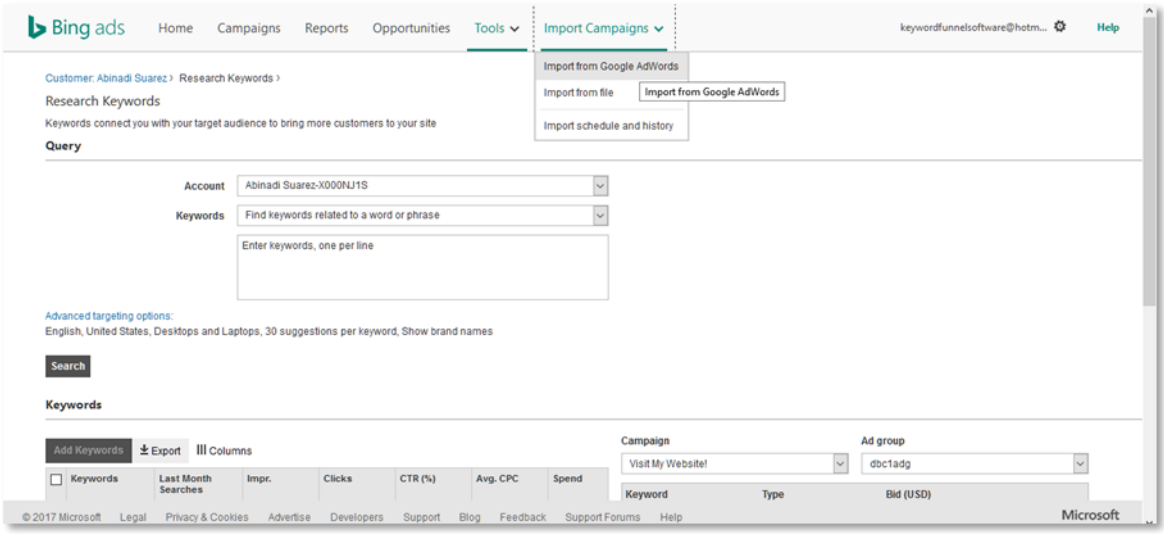
Tools



The **"tools"** section is a tab that will display a list of online and desktop tools that can be used to optimize your advertising efforts:

- ✓ **"Ad preview and diagnostic tools"** is a tool that will allow you to see whether your ads are being served in the first page of results, and to review the reasons why they are not showing if that's the case.
- ✓ **"Research keywords"** will help you automatically generate new keywords from words or website addresses that you type.
- ✓ **"Bing Ads editor"** is a desktop application that will help you easily manage your Bing ads campaign.
- ✓ **"Bing ads intelligence"** will research and optimize keywords by using an advanced Microsoft Excel add-in.

Import Campaigns



Finally, the **"Import Campaigns"** section will allow you to import campaigns from Google AdWords, from files or to import specific campaign schedules and history.

Now that you know your Bing Ads account from head to toe, you should be more than excited and ready to start creating your first ad campaigns, so stay tuned!

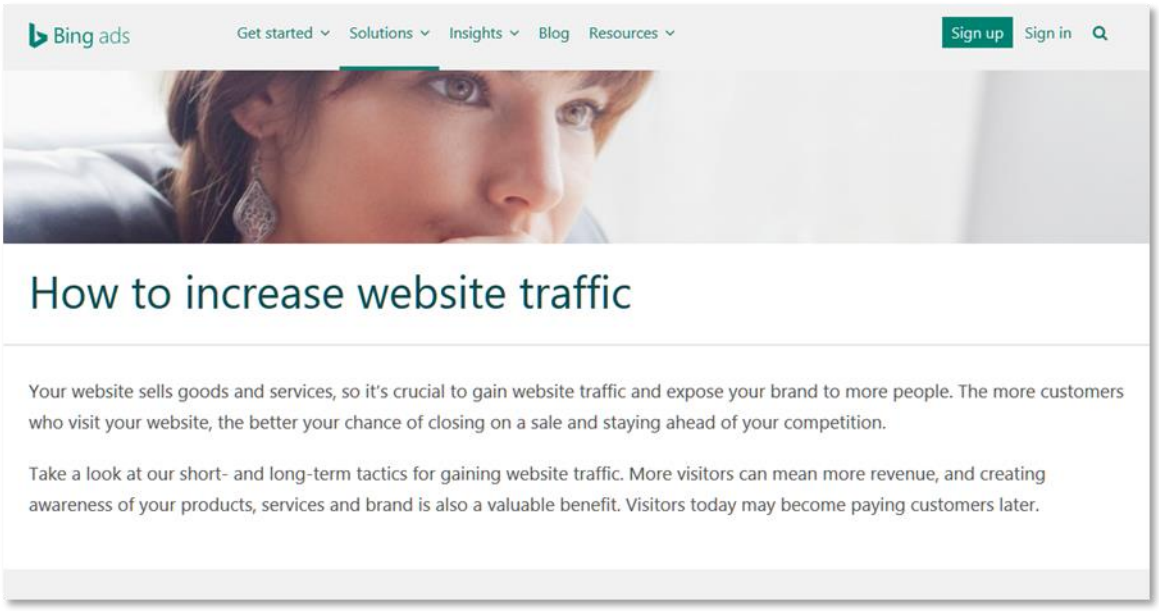


Section 3

Creating Ad Campaigns – Step by Step

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

Chapter 7: Visits to my website



In this chapter, you'll learn how to create campaigns that will drive traffic from the Bing network to your website through Bing Ads. This is a good starting point, because getting as many website visits as possible is the ultimate goal of most online marketers. Let's quit the chit-chat, and get to work!

Getting started

The first step is to sign in to your Bing Ads account. Once there, simply click on the "**campaigns**" tab, locate the "**create campaign**" button and hit it. Each time that you access the "**create campaign**" section, you'll be presented with an item box titled "**what's the goal of this campaign?".** This is where you'll select the type of campaign that you'll create each time.

This time around, we'll guide you through a "**visits to my website**" campaign set up. Let's click on the corresponding button, which is the top option. Now, let's take a detailed look at each step of the campaign creation process!

Campaign Settings

Here's where you'll enter the basic configuration of your campaign. Start by giving a name to your campaign in the "**campaign name**" field. Next, you have to set up your campaign budget. This is how much you are willing to spend on your campaign over a period of time.

You can set up "**individual budget**" options for each campaign, or "**apply a budget from your shared library**" if you ever decide to set up a specific budget configuration to use across multiple campaigns. For the purposes of this chapter, you'll learn how to set up individual budgets for each campaign, which is a simple set up that will greatly depend on your own budget.

By default, your budget will be set up as $20 to spend daily on your campaign. Click on "**Daily budget options**" below to decide whether you want to spend your budget evenly through the day by checking "**standard,**" or spend your budget as quickly as possible by checking "**accelerated**".

In "**language,**" you'll have to select the language of the pages where you want your ads to appear. This will depend on the demographics and regions that you'll target. Be careful with this selection, because you won't be able to modify it later.

In "**where do you want your ads to appear?,**" you can select if you want your ads to appear exclusively throughout your region based on the default region in your Microsoft account configuration, or in all available countries and regions. You can also choose specific target regions by checking the "**let me choose specific locations**" option.

Lastly, you can select "**who should see your ads?**". You can select to show your ads only to "**people in your targeted locations**" or to "**people searching or viewing pages about your targeted locations.**" You can also select even distribution by checking both options. Now, click on "**save and continue to the next step**".

Ad groups & keywords

In this section, you'll be creating your ad groups and your target keywords for this campaign. Before getting started here, you need to understand that ad groups are created to host specific ads. Having different ad groups is great when you want to try different things with different ads. For example, you can use different ad copies and images to target users using different keywords.

That is why you can target different keywords within each ad group that you create. Now, let's get started. First, you'll need to enter your business website or the landing page that you'll be using within this ad group. You can check the "**my website is not ready**" box if you don't have either one, but we advise you to get one quickly if that's the case!

Now, name your ad group in "**ad group name,**" and start entering your keywords in the field below. You can arrange your keywords by separating them with commas, or by hitting the "**enter**" key to arrange them on separate text lines.

You can always get keyword suggestions automatically on your right when you enter your website URL and the name of your products or services in the respective fields. You can create new ad groups with the "**add new ad group**" button at the bottom. When you are done creating your ad groups, click on "**save and go to the next step**".

Ads and ad extensions

In this section, you'll be creating ads for each ad group and adding extensions to them. It is easy, and you'll only have to click on "**create ad**" to get started. First, you need to select your "**ad type**". You can select between "**standard text ads**" and "**expanded text ads**". We recommend you go with "**expanded text ads**" in case you need to add more info to your ads.

In the "**final URL**" field, enter the website address to which your ad will redirect your customers. Then, enter the ad "**title**", which can be divided into two parts if needed or if it happens to be too long for one field.

"**Expanded text ads**" will allow you to define a URL "**path**", which is nothing but a friendlier version of your final URL to show your customers. Using a path is useful in cases where your URL is too long and confusing. The "**path**" fields will allow you to enter up to two URL alternative paths to show on your ads.

Instead of showing a long string of alphanumerical characters, you can show your web address plus two paths defining the part of the page where you are taking your customers. Paths are mostly used when you are taking people to a section of your website other than the homepage, because those URLs tend to be long and confusing.

In the "**ad text**" field, you can enter a description or phrase to give information about your ad to your customers. Lastly, you can enter a mobile URL in case that you need to use one, and you can preview your ad as a last step on the right side of this panel.

When you're done creating an ad, you can hit "**save**" to go back and finalize this step, or click on "**save and create another**" to add a new ad to the same ad

group or to a different one within the same campaign. Now that your ad has been created, you can add extensions to it.

"**Ad extensions**" are the defining aspect of each campaign, because they are what fulfills the final advertising goal. Throughout the remaining chapters, you'll notice that most steps in the campaign creation process follow a constant path with the exception of the part where you have to add the "**ad extensions**".

"**Ad extensions**" are pieces of information that you'll need to include in your ad when you want to reach an advertising goal. That is the reason why they are pre-defined in the "**campaign**" tab, to make it easier for you to decide how to reach your customers without forcing you to sort through all the options and getting confused.

The advertising goal of this campaign is to increase the visits to your website, therefore the "**ad extensions**" available are designed to entice people, get them to click on your ad and get them to your website.

The "**sitelink extensions**" for example can show specific subpages within your website that can be valuable to certain people, right into your ad, which will work as an invitation. "**Callout extensions**" will allow you to insert a call to action of sorts, so you don't have to use the rest of your valuable ad space on it.

We will teach you how to use these ad extensions like a pro in a following chapter, so let's click on "**save and go to the next step**" to continue!

Budgets & Bids

In this section you'll be able to further manage your budget. Also, here is where you'll be adjusting your bids. In "**campaign budget,**" you'll be able to run the

same budget configuration featured in the first step, so if you have changed your mind about your daily budget you can make amendments here.

In "**bid strategy**" you'll have two options to manage your bids. The first one is by "**manual CPC**" which will allow you to set a fixed amount to spend on each bid manually. The second option, "**enhanced CPC**" will adjust bids automatically in your favor, so you can get more conversions by letting the system outbid your competition.

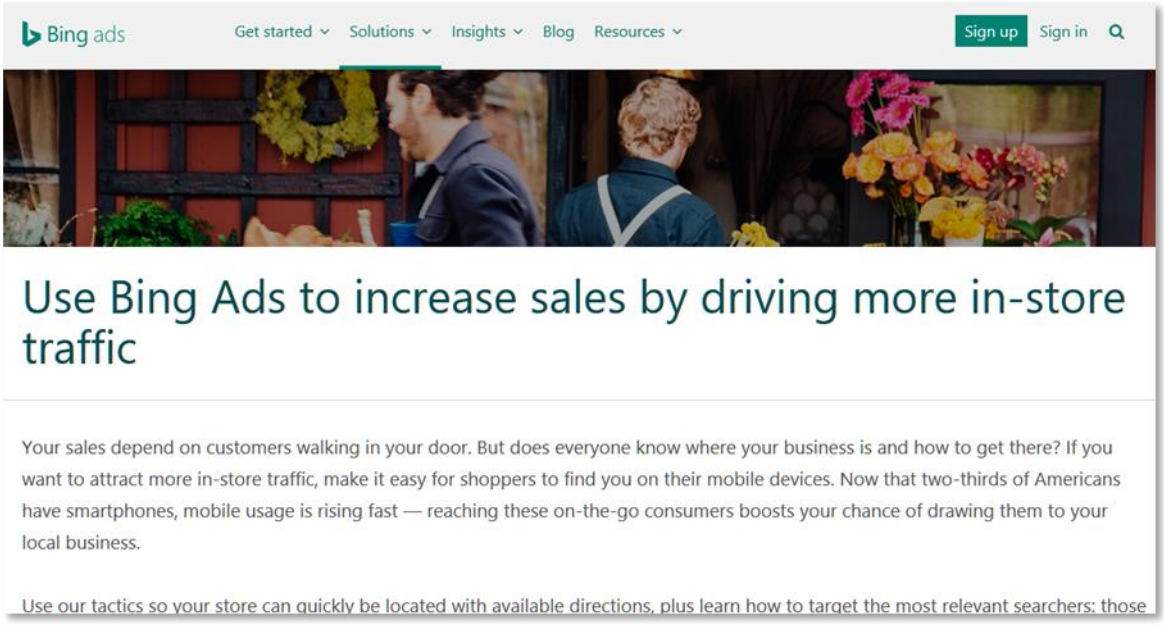
In the "**ad group bid**" section, you'll be able to see a forecast of performance in accordance to your bids, including the estimated number of clicks your ads will get, estimated monthly impressions, your estimated monthly spending and your estimated average position.

You'll also have access to the additional "**advanced campaign settings**" below. In targeting, you'll be able to adjust your bids according to location, schedule your ads by setting a start and an end date, and program your ads to show only on certain days and times of the day. Lastly, you can also adjust your bids according to the type of device where your ads are served.

A final option will allow you to manage how you want to distribute your ads across search networks in "**ad distribution**". When you are done with this final step, simply click on "**save**" to continue.

Congratulations! Now your newly created campaign is ready to run. You can see it and manage it from the "**campaigns**" tab!

Chapter 8: Visits to my business location



As you saw in our first step by step campaign creation chapter, the process becomes hassle free when you proceed as instructed. The present and the upcoming section 3 chapters will follow a similar streamlined path, so stay tuned to learn how to create a set of ads that will respond to all of your customers' needs!

Getting started

Sign in to your Bing Ads account, go to the "**campaigns**" tab and hit the "**create campaign**" button to continue. Select "**visits to my business location,**" because your advertising goal is to create a campaign that will lead potential customers to your business!

Campaign Settings

This is the basic configuration section. Enter a name for your campaign in the "**campaign name**" field. Now, let's set up your budget in the "**campaign budget**". Your daily budget will be set at $20, but you can change this number according to your needs.

Now, check "**individual budget**" if you want to use this specific amount for this specific campaign, or check "**apply a budget from your shared library**" if you plan to use a fixed budget from your campaign library.

Click on "**Daily budget options**" below. Select "**standard**" if you want to spend your budget evenly through the day, or select "**accelerated**" if you want to spend your budget as quickly as possible.

Now, select the language of the websites where your ads will show up, and then select the geographical "**locations**" where to serve your ads. You can show your ads in your region by default, you can show your ads in all available regions or you can select specific countries, states and regions where your ads will be served by checking the "**let me choose specific locations**" option.

In the "**who should see your ads?,**" section you can select to show your ads only to "**people in your targeted locations**" or to "**people searching or viewing pages about your targeted locations**", or you can simply leave both options checked, which is recommended in some instances. Now, click on "**save and continue to the next step**".

Ad groups & keywords

Now, let's create your ad groups and your keywords. Enter the business website or the landing page URL that you'll be using within this ad group in the

corresponding field. If you don't have a website or landing page prepared yet, check the "**my website is not ready**" box.

Enter a name for your ad group in the "**ad group name,**" and enter your keywords in the field below. You have to separate each keyword with commas, or by writing one keyword per line of text. You'll notice that keyword suggestions will start to appear on your right based on the text in your website address and the names of products and services that you enter in the keywords field.

This is ok, and you don't have to worry about it. You can use the suggested keywords if you see them fitting for your campaign. Click on "**add new ad group**" if you want to create a different ad group to target a different set of keywords. When you are done creating your ad groups, click on "**save and go to the next step**".

Ads and ad extensions

Here, you'll create your ads. Click on "**create ad**" to get started. First select your "**ad type**". We recommend you select "**expanded text ads,**" because this type of ad will give you more options when it comes to adding additional information to your ad units.

Now, enter the website where you'll be taking your customers in the "**final URL**" field. Then, enter your ad title in the "**title**" field. You'll notice that there are two "**title**" fields. You can use the second field if you need to expand the title.

Due to this being an "**expanded text ad,**" you can define a "**path**". As you might remember, paths are words that can be added at the end of your URL to make them more detailed. Paths are especially useful when your URL leads to a

subpage whose address is a long string of alphanumeric characters. In this example, we will simply add the word "**learn**" to illustrate the point.

Lastly, add a description to your ad in the "**ad text**" field and a mobile URL in the "**mobile URL**" field if you have one.

Click on "**save**" to close this window when your ad is complete, or click on "**save and create another**" if you want to create a different ad.

Let's talk about "**Ad extensions**". As you can see, they are different than those featured in the last chapter, because each advertising goal is defined by these extensions. The last chapter featured "**extensions**" that are designed to lead people to your website such as "**sitelink extensions**" and "**detailed snippet extensions,**" because the advertising goal was to make people visit your website.

The advertising goal of this campaign is to make people visit your business location, so the extensions featured are designed to get people to learn where your business is located by showing them your business' address and phone number with the "**location extensions.**"

You'll have to enter the corresponding information on each extension to make your ads work towards your original campaign advertising goals. We'll detail how to set up each extension for each advertising goal in a following chapter, so let's proceed by clicking on "**save and go to the next step**".

Budget & Bids

Here is where you can make the final adjustments to your budget, and where you manage your bids. The "**campaign budget**" section features the same

configuration options present in the first step, so if you want to make changes to your original budget plan, this is the time.

In the "**bid strategy**" section, you'll be able to choose how to set up your bids. With "**manual CPC**" you'll be able to manually set a fixed amount to spend on each bid, and with "**enhanced CPC**" you'll be able to let the system adjust each bid for you, so you can get more conversions. Note that the amount of the bids can get high if your competitors are entering higher than usual bids.

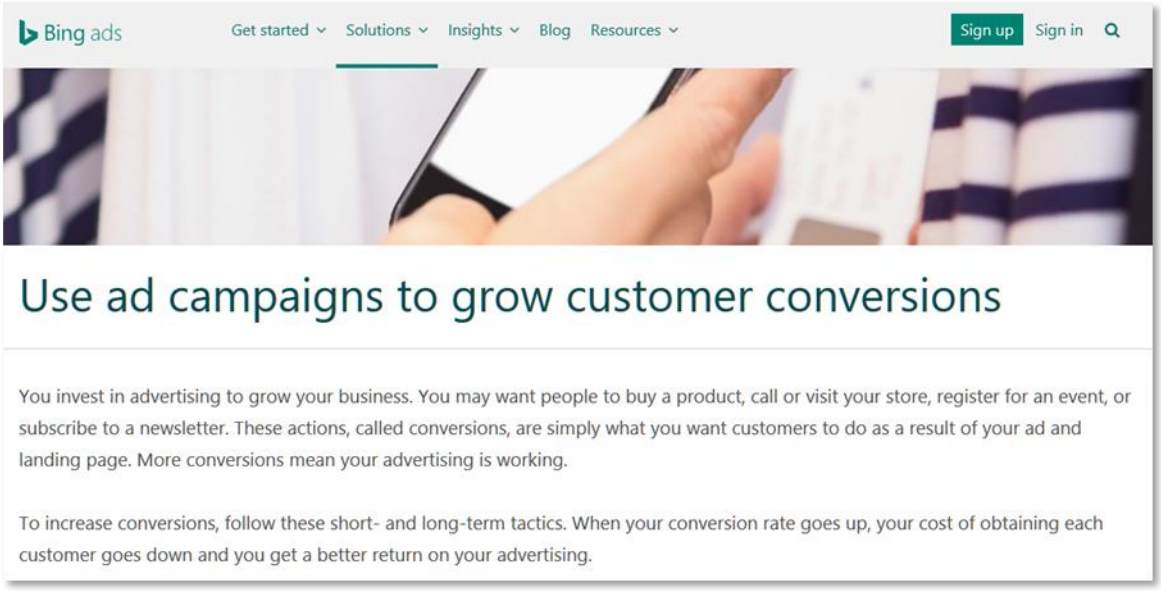
In the "**ad group bid**" section you'll be able to see the estimated number of clicks your ads will get, the estimated monthly impressions, your estimated monthly spending and your estimated average position according to your bid amount.

In the "**advanced campaign settings**" you can adjust your bids according to location, schedule your ads by setting a start and end date and program your ads to be shown only on certain days and times of the day. You can also adjust your bid amounts depending on the device where your ads are being served.

In "**ad distribution,**" you can select how to distribute your ads across the Bing search network, but we recommend you leave this at the default settings. Finish by clicking on "**save**" to continue.

Your new campaign is ready to run. You can check and edit it in the "**campaigns**" tab.

Chapter 9: Conversions on my website



We feel very confident in assuming that you are already getting the handle on how to use the Bing Ads dashboard to create your own ad campaigns. We want you to learn the catch behind each advertising goal, so you can safely decide which one works the best in line with the way that you want to interact with your customers.

In this chapter, we will guide you through the creation of a campaign with a goal to increase and track conversions on your business website, so let's get to it!

Getting started

Sign in to your Bing Ads account, go to the "**campaigns**" tab and click on "**create campaign**" to continue. Select "**visits to my business location**" from under **"what is your advertising goal?"** to start creating your new campaign.

Campaign Settings

Start by entering a name for your campaign in the "**campaign name**" field. Now, go to "**campaign budget**" and set up your daily budget. It is fixed at $20 by default, but you can change this amount the best way you see fit.

You can leave the "**individual budget**" option checked if you want to use the above amount for this specific campaign only, or you can check the "**apply a budget from your shared library**" option if you prefer to use a fixed budget amount from your campaign library.

Click on "**Daily budget options**" below and select "**standard**" if you want to spend your budget evenly throughout the day or select "**accelerated**" if you want to spend your budget as quickly as possible.

Now, select the language of the websites where your ads will be served, then select the "**locations**" where to serve your ads. You can select your ads in your default region, you can show your ads in all available regions or you can select specific regions in which to serve your ads by checking the "**let me choose specific locations**" option, and then manually search and target your locations of choice.

In the "**who should see your ads?**" section, you can select to show your ads only to "**people in your targeted locations**" or to "**people searching or viewing pages about your targeted locations**". You can leave both options checked, as well. Click on "**save and continue to the next step**" to move on.

Ad groups & keywords

Now, you have to create your ad groups and your target keywords. Enter the business website address or the landing page URL that you'll use for this ad

group. Check the "**my website is not ready**" box if you don't have a website or landing page ready yet.

Enter your "**ad group name**" and your keywords in the keywords field. You can separate each keyword with a comma or by writing them on separate lines. Some keyword suggestions will appear on your right according to the text on your website address and the keywords detected as names of products and services in the keywords field.

You can use the suggested keywords if you think that they can be useful to target. Use the "**add new ad group**" button if you need to create additional ad groups and keywords. Click on "**save and go to the next step**" when you are finished here.

Ads and ad extensions

Click on "**create ad**" and start by selecting your "**ad type**". Now, enter a website for where you'd like to redirect your leads in the "**final URL**" field. Enter a title for your ad in the "**title**" field. You can use the second field if you need to expand a title.

Add short and preferably actionable words in the "**path**" fields if you want to make your URL address more specific, or if you want to use it to target a specific keyword. Finally, add some text or description to your ad in the "**ad text**" field, and a mobile URL in the "**mobile URL**" field if you have one.

Click on "**save**" to close this window when your ad is complete, or click on "**save and create another**" if you want to create another ad. As we explained in the last two chapters, "**ad extensions**" are what defines the advertising goal of each campaign.

In this case, two of the extensions available are "**sitelink extensions**" that will take your customers to specific pages on your site and "**callout extensions**", which will show additional information about your products or services to customers to make them interested in making a purchase or seizing a promotion on your site.

We will teach you how to set up each extension for each advertising goal in a following chapter, so let's proceed by clicking on "**save and go to the next step**".

Budget & Bids

You can make additional adjustments to your budget and manage your bids in this section. The "**campaign budget**" will allow you to reconfigure your initial budget set up if you need to, and the "**bid strategy**" section will allow you to manage your bids in detail.

Use the "**manual CPC**" option to manually set a fixed amount to spend on each bid, and use "**enhanced CPC**" to let the system adjust each bid to outbid other advertisers running for the same ad placement. Note that your bids can far exceed your expected amounts if your competitors bid higher than usual for the same placements.

In the "**ad group bid**" section, you'll be able to foresee the estimated number of clicks on your ads, the estimated monthly impressions, your estimated monthly spending and your estimated average position in relation to your bid amounts.

In "**advanced campaign settings**" you'll be able to adjust your bids according to location, to schedule your ads by setting a start and end date, to program your

ads to be shown only on certain days and times of the day and to adjust your bid amounts depending on the device where your ads are served.

Lastly, you can configure how to distribute your ads across the Bing search network in the "**ad distribution**" section. Click on "**save**" to finish up!

Chapter 10: Phone calls to my business



As you can see, creating advertising campaigns with Bing Ads is a walk in the park when you follow our streamlined methodology, so let's get to work on creating a campaign to cover the final advertising goal offered by the Bing Ads platform!

Getting started

Start in your Bing Ads account, go to the "**campaigns**" tab and click on "**create campaign**". Select "**Phone calls to my business**" from under the **"what is your advertising goal?"** box.

Campaign Settings

Fill in this form just as you learned in the previous chapters, starting by entering a campaign name in the "**campaign name**" field, then by going to "**campaign budget**" to set up your daily budget, adjusting the fixed $20 default amount according to your needs.

Leave the "**individual budget**" option checked if you intend to use said amount for this specific campaign only, or check the "**apply a budget from your shared library**" option if you plan to use a fixed budget amount pulled from your campaign library.

Hit the "**Daily budget options**" button below. Select "**standard**" if you plan to spend your budget evenly through the day, or select "**accelerated**" if you prefer to spend your budget as quickly as possible.

Next, select the language of the websites where your ads will be served, and the "**locations**" where to show your ads to people. Select between your default region, all the available regions to show your ad, or select the "**let me choose specific locations**" option to manually search and target other, more specific locations.

In the "**who should see your ads?**" section, you can select whether to show your ads only to "**people in your targeted locations**" or to "**people searching or viewing pages about your targeted locations.**" You might as well leave both options checked depending on your offer and the demographics that you intend to target. Click on "**save and continue to the next step**".

Ad groups & keywords

Now, proceed with your ad groups and your target keywords to keep this process going smoothly. Enter a business website address or landing page URL

for this ad group in the corresponding field, or check the "**my website is not ready**" box if you don't have either a website or landing page to enter here, yet.

Enter your "**ad group name**" and your keywords, remembering that you have to separate each keyword with a comma or by writing them on separate lines. Pay attention to the "**keyword suggestions**" that will appear on your right, because you never know when a winning keyword will bless your campaign!

Use the "**add new ad group**" button if you intend to create other ad groups and keywords for this same campaign. Go to "**save and go to the next step**" when you are finished.

Ads and ad extensions

Click on "**create ad**" and then select your "**ad type**". We always recommend you select "expanded text ad," because they offer greater flexibility and more configuration values. Now enter a website where to take people when they click on your ad in the "**final URL**" field, then enter a title for your ad in the "**title**" field, and don't be afraid to use the second title field if it is too long!

Add short, actionable and straightforward words in the "**path**" fields if you want to make your URL address more specific. If you want to leverage your ad space to target specific keywords, then add some text in the "**ad text**" field to describe your ad, and a mobile URL in the "**mobile URL**" field if you have one.

Click on "**save**" to close this window when you are done creating your ad, or click on "**save and create another**" if you want to create some more ads. Now, let's get into the meat of this chapter, the "**ad extensions**".

The advertising goal for this campaign is to get people to call your business, so naturally the available ad extension is the "**call extensions**", which will put your

business phone number in your ad, so your customers can just click on it to call your business!

Again, we will be teaching you how to set up each ad extension for each type of advertising goal in a following chapter, so let's click on "**save and go to the next step**" to move on.

Budget & Bids

Make additional adjustments to your budget and manage your bids, right here. The "**campaign budget**" will allow you to reshape your original budget if you wish to make changes to it.

Use the "**bid strategy**" section to set your bid strategy as "**manual CPC**" to manually set a fixed bid amount, or to set it as "**enhanced CPC**" to let the system adjust each bid to outbid other advertisers competing for the same ad placements. Remember that your bids will easily exceed your expected amounts and eat up your budget fast if your competitors bid higher than usual for the same placements.

In the "**ad group bid**" section, you'll be able to place your fixed bid amount and get estimates of the number of clicks on your ads, monthly impressions, estimated monthly spending and estimated average position.

In "**advanced campaign settings,**" you can adjust your bids according to location. You can schedule your ads by setting a start and end date, program your ads to be shown only on certain days and times of the day, and adjust your bid amounts when your ads are going to be shown on certain devices.

You can also choose how to distribute your ads across the Bing search network in the "**ad distribution**" section. Here, we recommend you leave it checked as

"All networks". Click on "**save**" to finish up, wait for your campaign to get approved and watch it run!

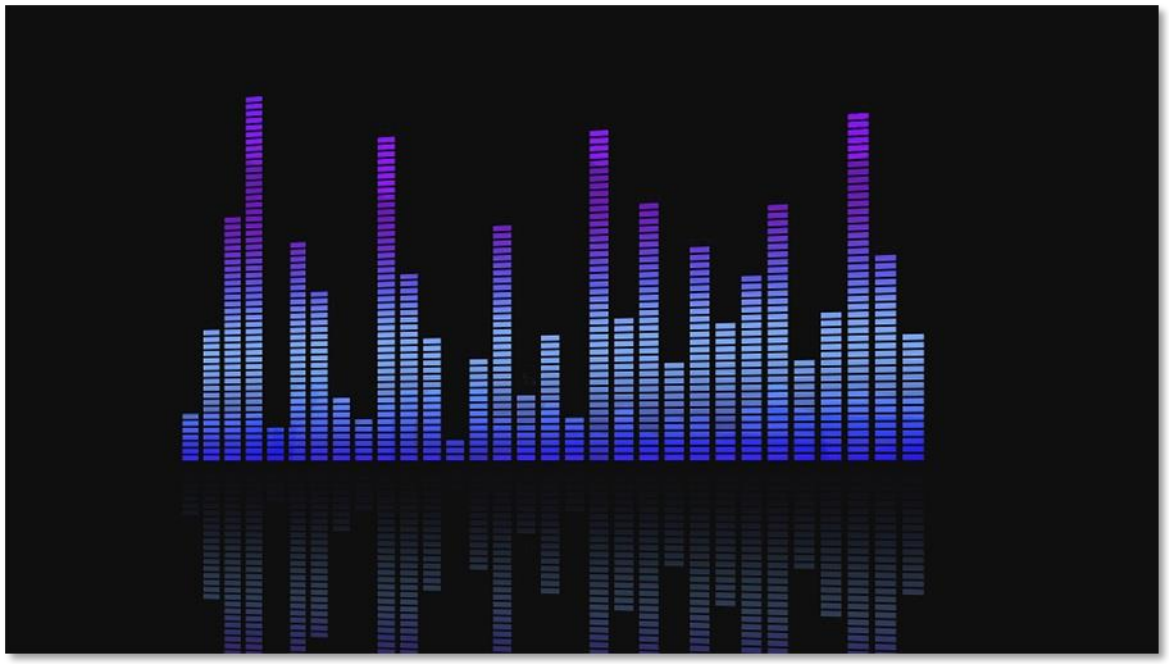


Section 4

Advanced Bing Advertising Strategies

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

Chapter 11: 7 Advanced Level Advantages of the Bing Ads Platform



It is undeniable that the Bing Ads platform is an overlooked one, judging from the number of AdWords adopters out there. It just so happens that Bing Ads offers a number of advantages that are not apparent until you strip down its features to a purely technical level.

Let's explore such features in an easy to understand way, so you can introduce them into your next Bing Ads advertising campaign!

1. Bing Ads has lower competition and lower Cost-Per-Click

This advantage is of special interest for small and medium sized business, because they would benefit the most from lowering their advertising costs. Right now, one of the advantages of advertising in the Bing network is the low amount of competition present in the platform.

That not only means that your ads will compete for placements with fewer advertisers than on the Google network, but it also means that your Bids will cost you a lot less! In fact, costs per click are 33% lower on the Bing ad network, and ads get better positions!

2. Bing ads allows you to customize time zones at the ad group level

One of the greatest advantages offered by Bing ads is that it allows you to schedule your ads according to your customers' time zones at the ad group level, whereas AdWords would stick to your business time zone, making you plan ahead and compare both time zones before scheduling your ads.

3. Bing Ads offers broader device targeting options

Bing Ads allows you to adjust your bids according to the devices that you are targeting at the individual level. This means that you can create separate ad groups to target separate different devices within the same ad campaign, which opens up more room for better optimization.

4. Bing Ads offers you more control over search partner targeting

Most advertising platforms will only allow you to show your ads on their core networks like Facebook and the Google search engine, and to show your ads on their network partners. Bing Ads will hand you an extra layer of control by

allowing you to control specifically which network partners can show your ads, while also reporting to you on which partners are giving you the most traffic.

5. Bing Ads doesn't force you to target close variants keywords

In online advertising, close variants are basically keyword mismatches, such as misspellings and plurals. While the majority of advertising networks will force target these variants for you, Bing Ads will allow you to either target them if you would like to leverage a 7% increase in reach, or to simply opt out and not target them. This can be easily done within the keyword matching options at the campaign or ad group levels.

6. Bing Ads natively shows social extensions on ads

Bing Ads will automatically show the number of followers your business has on social media through a simple text extension on your ads, which is a tremendous opportunity to use social proof!

7. Bing Ads offers you greater control over demographic targeting

One of the most powerful yet underused features of Bing Ads is the ability it gives you to control who sees your ads according to their age and gender. This is especially good to control when you know that your product or service is preferred by certain demographics. You can adjust your bids to go as low as minus 90% all the way up to plus 900%, and you can do it both at the campaign and ad group levels!

Chapter 12: Importing Campaigns from Google AdWords



Going by the numbers alone, it is safe to assume that perhaps you are a previous AdWords user, and you want to either expand your reach or migrate from your platform of choice. In this chapter, you are going to learn how to easily import your campaigns from AdWords, so you don't have to create them from scratch in Bing Ads!

Importing Your AdWords campaigns into Bing Ads

Importing your AdWords campaign into Bing Ads is the easiest way to get started without the hassle of having to start everything from scratch, because you can basically import every campaign setting with a few clicks.

To import your AdWords campaign to Bing ads, start by going to your Bing Ads account. Once there, click on the "**import campaigns**" tab on top. Now, click on the "**import from Google AdWords**" tab on the display menu.

To start importing AdWords campaigns, you'll be asked to sign in to your AdWords account from your Bing Ads account. Click on "**Sign in to Google**" and enter your Google credentials in the new window to sign in. Now, click the "**allow**" button.

Now, your AdWords account will be linked to your Bing Ads account, allowing you to import your campaigns. You can either "**import all existing and new campaigns**" or "**import specific campaigns**".

When you choose to "**import all existing and new campaigns,**" all your AdWords campaigns will be imported. When you choose to "**import specific campaigns,**" you'll be presented with a list with all your AdWords campaigns. You'll only need to tick the check box beside each campaign name to import them.

Once you make your choices, click on "**continue.**" You'll now be taken to the "**choose import options**" stage. Here, you'll be able to select what to import and what to adjust according to Bing Ads settings; which includes budgets, keywords and ad extensions.

You can also tick the "**clean up**" check box to delete items and settings that you no longer have in your AdWords account. Checking this option is useful for when you schedule imports, which you'll learn to do next after you click on "**continue**".

In "**schedule imports,**" you'll be able to automate imports if you want. You can choose to import "**now**" from the "**when**" menu if you prefer to do your imports manually, but you can easily schedule imports if you want to automate Bing Ads to process ad campaigns created on AdWords.

This means that you can create your ad campaigns on AdWords and automate Bing Ads to import them, leaving you only to adjust them according to your Bing Ads audience and budget. In the "**when**" menu, you'll be presented with various schedules.

Selecting "**once**" will allow you to set a unique date and time for importing campaigns once. Selecting Daily will allow you to set a time in the day to import campaigns. Selecting "**Weekly**" will allow you to choose a day and time in the week to import campaigns, and selecting "**Monthly**" will allow you to choose a calendar day and time to import campaigns.

All Scheduling options will let you configure "**display time**" and "**time zone,**" give your imports a name and allow you to choose whether or not to get import results by email.

Once you have your schedule set, click on "**import**". Now that your campaigns have been imported, you'll be presented with an info box detailing your imports which will show you the number of entities imported, updated, deleted and skipped.

Of important attention is the "**skipped**" field, which will show you the number of items and settings that could not be imported due to platform differences. Make sure to review your imported campaigns to adjust accordingly! That's it! You are now ready to double your ad campaign power!

Chapter 13: Optimizing with Advanced Campaign Settings



Now that you've mastered the basics, you should be ready to go deeper, and learn some new advanced strategies.

The first trick to learn is how to optimize an ad campaign after it starts running. This will allow you to get better results from a campaign after you learn what is working.

"Advanced campaign settings" are, as the name implies, campaign settings that target deeper aspects of your campaign. You can configure advanced campaign settings when you are first creating your campaigns, yet advanced settings can be very useful to adjust after your campaign has started running.

This is because you'll have real time data about how your campaign is performing. This includes data about your ideal audience, about which type of traffic is benefitting your ads, which devices are giving you the highest click through rates, and so on.

To access these "**advanced campaign settings,**" go to your Bing Ads account, select any campaign that you would like to make adjustments to from the

"**campaigns**" tab, and click on the "**settings**" tab. Scroll down and click on "**advanced campaign settings**" to see the display menu. "**Advanced campaign settings**" cover three aspects: "**targeting**", "**exclusions**" and "**Campaign URL Options**".

Targeting

Advanced targeting settings will allow you to adjust bids for customers in specific locations, at certain times and on certain devices.

Ad schedule: The "**ad schedule**" option will let you set "**targeted days**", "**start time**" and "**end time,**" as well as make "**bid adjustments**" to either increase or decrease bids according to the schedule set.

Device: This option will allow you to increase or decrease bids for ads targeting desktop, tablets and smartphones.

Demographics: Here, you'll be able to adjust bids for ads targeting people based on age groups and gender.

Note that all bid adjustments have to be made on a percentage basis, which will vary depending on who you are targeting, their location and demographics!

Exclusions

Exclusion settings will allow you to select traffic sources to be excluded from being targeted by your ads.

Website: You can select which websites should be excluded from being targeted by your campaigns by entering their respective web addresses in the field provided. Each URL has to be separated by a line.

IP Address: You can also block certain IP addresses or a range of IP addresses from seeing your ads. Simply enter such IP addresses in the field provided. Separate each IP address with a line.

Campaign URL options

These settings will allow you to set up tracking and redirect information back to your ads, which is mighty useful for tracking campaign performance, as well as to better target your audience.

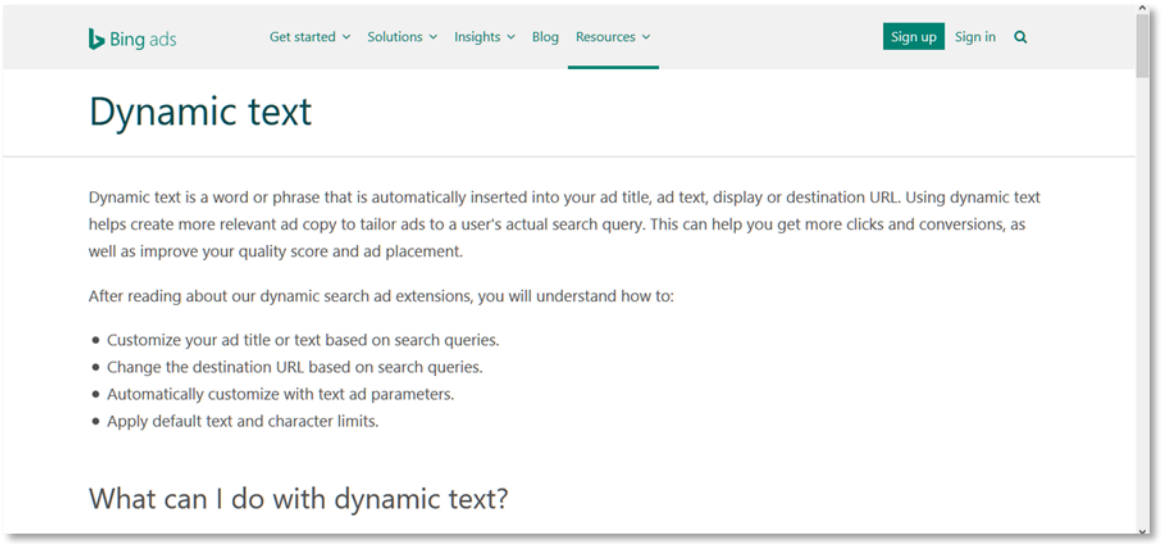
Tracking template: This option will allow you to enter a tracking URL to get information about the people that click on your ads. Your tracking URL is your Destination URL plus a parameter attached to the end. A parameter is a code that gives Bing Ads information when your ads are clicked. Parameters are used between curly brackets. Here is our example of a tracking URL.

You can see a complete list of parameters by using the "help" feature. Simply enter "**parameters**" in the search bar, click enter and access the "**what tracking or URL parameters can I use**" resource.

Custom parameters: you can add up to three custom parameters by simply giving them a name of your choice on the "**name**" field and entering a parameter in the "**value**" field. This will allow you to use additional parameters on your tracking URL.

Once you are finished optimizing these settings, simply click on "**save**". Now, you have learned the basics of mastering advanced campaign settings to make the most out of your ads!

Chapter 14: Setting up Dynamic Text Ads



Ads are a great way to capture leads and expand your reach, especially when they are run on a fully qualified platform such as Bing. Sometimes, they can be a hit or miss affair, because you'll be showing the same ad text to the same audience until you refine your ads according to your performance results.

The problem is at this point, you'll have spent a considerable sum of money on leads that did not click through. What if we told you there is a way to keep this from happening? Well, enter Dynamic Text ads!

Dynamic Text ads are ads that can be customized to automatically show something different to people using different search terms. This is a great strategy, because the same content will not work the same for different people looking after different things, even when they are related.

Dynamic text ads can be created by inserting dynamic text parameters into any part of an ad. Dynamic text parameters are your keywords and parameters being triggered in your ads when people use them to make their searches.

Using dynamic text will make your ads more relevant, increasing your click through rate, your conversion rate, your quality score and ad placements!

Start by selecting an ad from a campaign for which you'd like to add dynamic text. As you can see, you'll be able to add dynamic text to "**title part 1**", "**title part 2**" and to "**ad text**" using the "**dynamic text**" option highlighted below each one when you create "**expanded text ads**", and only to "**title part 1**" and "**title part 2**" when you create simple "**text ads**".

When you click on "**dynamic text,**" you'll see that there are four placeholders: "**param1**", "**param2**" and "**param3**" referencing keywords parameters, and "**keyword**" referencing keywords in your campaign of choice.

When you use the "**keyword**" placeholder, you have to create ad titles and text that can make any of your campaign keywords fit to make them meet certain criteria, because remember, they are going to show on the ad when people use them for searches.

In this example, we are going to create a promotion to reach people using any of our campaign keywords. In "**title part1**" we are going to enter "**Win**" as text, then click on "**dynamic text**" and select "**keyword**", then finish up with "**audio books!**".

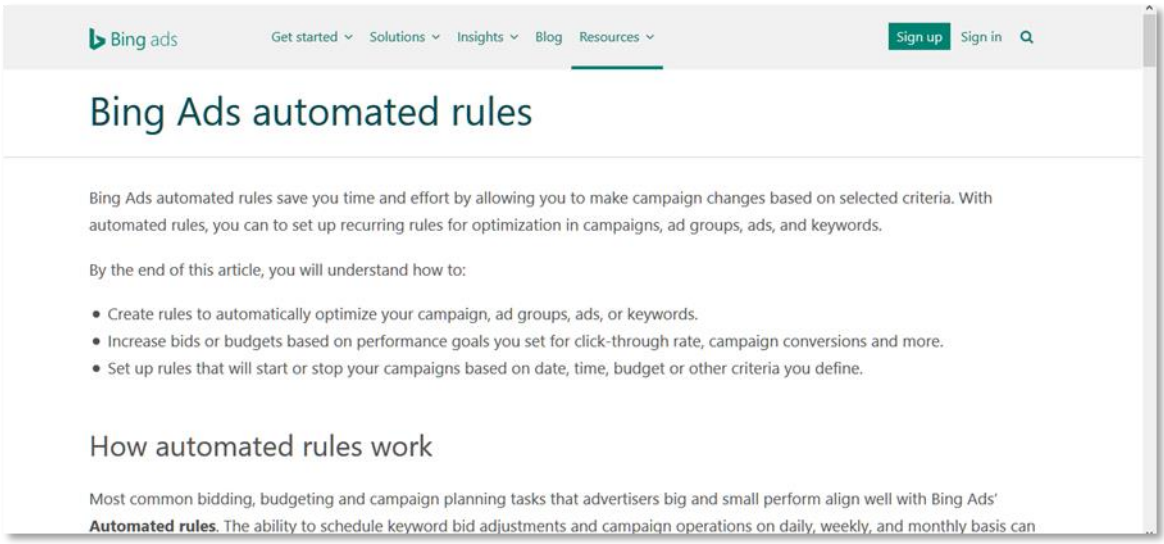
Anytime a person uses one of our keywords, such as "**Diabetes Care**", the ad will show the ad text along with the placeholder keywords. In this case, it would read "**Win Diabetes Care Audio Books!**". We are going to do the same for "**title**

part 2" and "**ad text**" to make it more relevant. You can insert parameters if you created parameters for some of your keywords.

A final piece of advice: enter a default word along with your keyword, because if some of your keywords are too long for your ad text character limit, ads showing these keywords will not be served. You can do this by typing a colon after "**keyword**" and then your default text. In this example, our default text is "**diabetes**", so it would read like "**keyword:diabetes**".

This is how you can easily use dynamic text in your ads to make them more relevant!

Chapter 15: Advanced Automated Rules Strategies



Making things easier and more efficient has been a number one priority ever since we started working things out as an intelligent species, and nothing is more satisfying than making productivity and money making related activities easier and more efficient.

That is why Bing Ads introduces you to "**automated rules,**" a feature that allows you to schedule and automate your top campaign management operations. In this chapter, you'll learn some advanced "**automated rules**" strategies that you can apply to let the most complex of tasks run on autopilot!

Pause keywords that are performing outside of your Cost-Per-Acquisition goal

One of the things you'll learn about online ad campaigns the hard way is that your budget forecasts can be easily blown right out of the water by unwanted performance. In other words, you'll learn that sometimes you have to make

adjustments to avoid spending more than you were planning right after you spent more than you planned.

This will happen a lot with keywords attracting certain types of traffic, especially traffic consisting of expensive leads that are not helping you with your return on investment. You can save a lot of money by simply setting a bid threshold for these keywords before it's too late by using the "**pause keywords when**" rule.

Hit the "**automate**" menu in the "**campaigns**" tab, go to "**create rule for keywords**" and click on "**pause keywords when**". Now, the information that you enter in here will require you to know how much your keywords are spending in a determined period of time, but the basics can be applied like this:

- ✓ In "**apply to**" select "**all keywords in all campaigns**"
- ✓ In "**when**" select "**CPA**" from the first display menu and "**greater than**" from the second menu. In the text field, you'll have to enter the maximum amount that you want your keywords to be spending during a certain period of time. We recommend you do the numbers and set this amount according to how much you have been spending during the previous 30 days.
- ✓ Click on "**add another**", select "**conv.**" on the first menu, and "**greater than or equals**" on the second menu. In the text field, you should then enter the ideal number of conversions per spend in relation to when to pause your keywords.
- ✓ In "**how often**" select "**daily**" in the first menu, "**12**" in the second menu and "**previous 30 days**" in the third menu.
- ✓ Now, give a name to this rule, select when to receive results alerts in your email and then click "**save**".

Pause ad groups that are only spending and not converting

Another problem that you'll encounter is that sometimes your ads will eat up your budget without a single conversion, which will greatly hurt your ad campaigns and your overall marketing efforts in the long run.

It would be wise to just stop your non-converting ad groups before disaster strikes by pausing them when they reach a spending threshold. To do this, go to the "**automate**" menu in the "**campaigns**" tab, then to the "**create rule for ad groups**" and click on "**pause ad groups when**".

- ✓ In "**apply to**" select "**all ad groups in all campaigns**"
- ✓ In "**when**" select "**spend**" from the first display menu and "**greater than**" from the second menu. In the text field that follows, we recommend you set an amount that corresponds to an average maximum amount spent by your ad groups after which no conversions have occurred. This should be based on average daily performance.
- ✓ Click on "**add another**", select "**conv.**" from the first menu and "**equals**" on the second menu. The number to enter in the text field is "**0,**" because you need the system to recognize that ad groups should pause when no conversions are made after reaching the max spend that you have set.
- ✓ In "**how often**" select "**daily**" in the first menu, "**08**" in the second menu and "**previous day**" in the third menu.
- ✓ Now, give a name to this rule, select when to receive results alerts in your email and then click "**save**".

Increase Bids when Cost-Per-Acquisition is below your goal and the average position of your keywords is low

This is a nice little trick that, besides its technical sounding title, is actually easier to pull off than it might sound. The idea behind this is to increase clicks, impressions and conversion rates while marginally increasing CPA in your favor.

To try this for yourself, go to the "**automate**" menu on the "**keywords**" module of the "**campaigns**" tab and then click on "**change current bids when**":

- ✓ In "**do this**" select "**increase current bids by**" from the first display menu. In the percentage field, we recommend you enter 5% and only increase increments if this strategy results in an amazing ROI for you. Otherwise, don't increase this percentage. Uncheck the "**maximum bid**" option.
- ✓ In "**when**", select "**CPA**" on the first display menu and "**less than**" on the second menu. The amount that you'll enter in the text field will depend on how much are you spending on your CPA goals, so enter an ideally low amount here
- ✓ Click on "**add another**" and select "**conversions** (conv.)" on the first menu and "**greater than or equals**" on the second. Enter "**1**" in the text field.
- ✓ Click on "**add another**" and select "**Average Position** (avg. pos.)" on the first menu and "**greater than or equals**" on the second. Enter "**3**" in the text field.
- ✓ In "**how often,**" select "**weekly**" on the first menu, "**Monday**" on the second menu and "**12**" on the third menu, and select "**previous 7 days**" on the "**using data from**" menu.
- ✓ Now give a name to this rule, select when to receive results alerts in your email and then click "**save**".

Pause Promotional Ads when such promotions end

This is a pretty common mistake among online marketers, both seasoned and newcomers alike. They run an ad campaign to advertise a promotion and then forget to stop it once the promotion's end date arrives, which hurts their budget and saddens people that click through. You can set an automated rule to remedy this from happening to you!

- ✓ Start by going to the "**automate**" menu in the "**campaigns**" tab, then to "**create rule for ads**" and click on "**pause ads when**".
- ✓ Leave "**all ads in all campaigns**" selected.
- ✓ In "**when,**" select "**ad title**" on the first display menu. In the second menu, you'll select "**contains**". In the text field, you have to enter the keywords corresponding to the promotion that you are running on such ads.
- ✓ In "**how often,**" select "**once**" from the first display menu, then enter the date on which your promotion ends, and select "**oo**" from the display menu that follows. Select "**same day**" on the "**using data from**" menu.
- ✓ Give a name to this rule, select when to receive results alerts in your email and then click "**save**".

Chapter 16: Remarketing with Bing Ads



It is normal to have a certain margin of error and lose a lead or two from time to time, especially at the beginning. People might not be familiar with what you advertise, or they might prefer a familiar brand, and that's why they look at your ads or your page and leave.

What if there was a way to get them back? Well, actually there is a way, and it is called remarketing. Remarketing is exactly what the name implies, and it is all about serving new ads to your leads according to their actions, like checking product pages, placing stuff in a shopping cart to later abandon it, and so on.

Most advertising platforms do not offer remarketing tools, which means that you have to use a different advertising platform designed for remarketing, doubling your time and investment. Well, not anymore! We are about to show

you how to use Bing Ads for remarketing to target the people that have visited your site!

Add a "UET Tag" to your website

A "**UET Tag**" is a piece of code that you can copy from Bing Ads and insert it on your website to send information back to Bing Ads about what your customers are doing while there. This is a great feature, because your remarketing efforts will greatly depend on Bing Ads tracking the behavior of people on your website.

To create a "**UET Tag,**" go to the "**campaigns**" tab in your Bing Ads account and click on the **"conversion tracking"** tab from the left side menu. Now, click on "**UET Tags**" and then on the "**create UET Tag**" button. Now, simply enter a name and a description for your "**UET Tag**" on the respective fields.

Click "**save**" and copy the JavaScript code from the window that will appear. You can also download it or email it. Click "**done**" when you are finished here. Now, go to your website and insert your "**UET Tag**" code there. The method that you will need to use to integrate said code on your website will vary depending on your content management system.

Create remarketing lists

You have to create remarketing lists to create rules that Bing Ads will follow when retargeting the people that have visited your site. Go to the "**campaigns**" tab in your Bing Ads account, and click on the **"shared library"** tab from the left side menu. Now, click on "**create remarketing list**".

Start by giving a name to your new retargeting list. Then, choose "**who to add to your list**" according to visitor actions from the display menu below. For

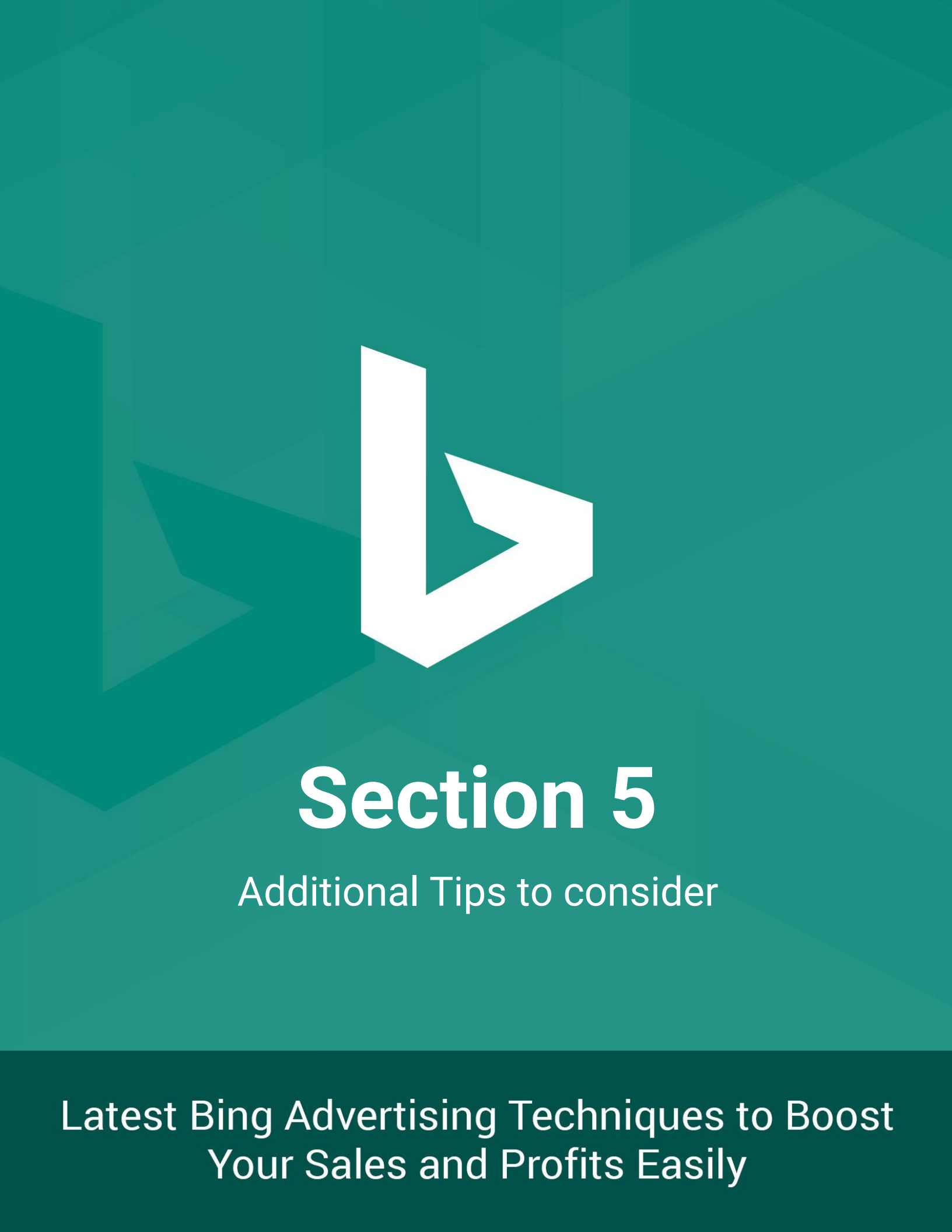
example, you can select "**visitor of a page**" to remarket to people who visited certain pages on your site. You have to enter a URL or value such as a word or phrase in the field below to specify which page on your site complies with the visitor's actions.

Likewise, you can select "**visitor of a page that did not visit another page**" to remarket to people who have gone to a page, but not to another, or "**visitor of a page that also visited another page**" to remarket to people who have gone from one specific page to another, again using the fields below to specify said pages with specific values.

You can also select "**custom events**" if you want to report more specific actions, but you'll need to customize your "**UET Tag"** to comply with it, beforehand. Use the "**membership duration**" field to specify the number of days that have passed since the target visitors went to said pages.

Choose an existing "**UET Tag"** from the "**tag name**" menu, select whether to apply your new list to all your accounts or to this specific account on the "**scope level**" menu, and click on **"save".** Your new remarketing list is set!

Create as many lists as needed according to what type of website visitors you want to retarget. You can later create associations of your lists with ad groups through the "**audiences**" tab in the campaigns manager to further refine your remarketing efforts!



Section 5

Additional Tips to consider

Latest Bing Advertising Techniques to Boost Your Sales and Profits Easily

Chapter 17: Dos and Don'ts

There is an incessant amount of information that we need to process when we are working on a marketing plan, and it's tenfold once we execute it. This is especially true for online advertising campaigns, and it is easy to make mistakes while we learn how to do it correctly.

We have learned that the hard way, and because of that we have decided to create a list of Dos and Don'ts that you should be aware of during your Bing Ads adventures!

Dos



Bid on commercial intent keywords

Commercial intent keywords are those keywords used by people who are ready to buy something. They will require higher bid amounts, but they will drive higher sales while giving you back a significant return on investment!

Commercial intent keywords often couple words such as "**buy**" and "**cheaper**" along with the name of the product or service that the person ready to buy is after!



Use the "research keywords" tool

It can be hard to determine which keywords are working for driving sales and which are not, so using the "**research**

keywords" tool in your Bing account will help you with that. You just have to enter your keyword and let the **"research keywords"** tool comb its updated keyword database to see what's best for your campaign!



Target broad matches

We recommend you target broad matches, because your ads can potentially reach people using search terms that you haven't thought of on your own.



Add negative keywords to your campaigns

There are the keywords that you want to target, and then there are the keywords that you would like to avoid. You will not run into this problem if you only target exact match keywords, but if you target broad keywords you can easily lose money by letting the system bid on totally irrelevant terms.



Make your Ad titles work at 32 characters

When your ads are served to people in the network, their titles will be truncated to 32 characters, which means that you need to show the most important information within those first 32 characters. In fact, it will be better if you can simply create 32 character titles to make them more attractive.



Target Locally

The Bing Ads network works especially well with locally targeted offers, and local targeting is also great for optimizing your

campaign's SEO at a local level. Doing local targeting can boost your business revenue, because three out of four mobile searches end up in local purchases!



Run Device-Specific campaigns

Bing Ads will allow you to create campaigns for mobile devices and desktops separately. We recommend that you create separate campaigns for each device when possible, because this will allow you to customize your bids according to keyword performance on each device.



Test your ad images and ad copies

Always remember to test two or more variations of the same ad to learn which works better with your customers. Constantly testing and optimizing your ads can make all the difference between a series of successful campaigns and no customer reach to speak of!

Don'ts



Don't create complicated ad copies

The best approach to follow when creating your ad copies is to write them as if they were aimed at eight year olds. That is because ads that use simple language and specific terms, employ a brief call to action and address the customers directly are the ones that convert the most!



Don't forget to adjust your campaigns after importing them

One of the most lauded features of the Bing Ads platform is that it allows users to directly import campaigns from Google AdWords with a simple

log in. This is a great feature to have and one that can save you a lot of time, but you have to remember that your campaigns will not perform the same on each platform.

That is why it is important for you to adjust your campaign settings after importing them to Bing Ads, mainly your bids. Then, test how your keywords perform in the Bing platform and adjust them, as well.



Don’t import raw data to your ads feed

While it is true that you can save some time by importing data from a file in your computer to your campaigns, you have to be aware that such information won’t necessarily be imported in a way that can be easily shown in an ad, like when you import color codes from a catalog!



Don’t submit irrelevant search terms

Irrelevant search terms are keywords or phrases that are irrelevant to your campaigns, such as trending topics or popular keywords not at all related to your offers. If you use irrelevant terms as keywords with hopes of attracting lots of traffic, you'll end up spending a lot of your budget on equally irrelevant traffic and your account will most likely be suspended for violation of terms of service!



Don’t neglect your quality score

Your quality score is what will determine how much you are charged for your bids and how high you'll rank on search results. The thing about keeping a high quality score is that it requires some technical tweaking that can be easy to overlook in the beginning, especially when you are new to this.

We recommend you start by making your keywords relevant to your ads and your landing pages. When you group keywords that are not relevant to each other, your ads or your landing page, all because you think they will help you reach more people, your quality score will stay low.

Only target keywords that can be easily associated to your ad copy and content on your landing page. If you can't easily make associations between them, they're not good enough. Also, use broad matches and insert keywords into your URL paths!



Don't omit ad extensions

A lot of marketers aren't using ad extensions in their campaigns, and they're there for a reason. Ad extensions will help you reach your customers by allowing you to add additional information into your ads according to your advertising goals.



Don't ignore your competition

Use your competition as inspiration and a useful resource to find out what is working within your industry. You can research your competition by yourself, the old fashion way, or you can use a competition spying tool, but your aim should be to find the best performing ads from the top players.

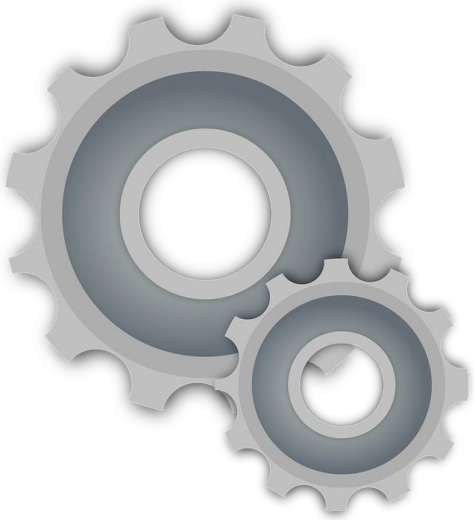
These ads will tell you a lot about what type of ads are working with your type of business, so you can use the same keywords and imagery that your top rated competitors are using.



Don't forget to optimize your campaigns over time

You can decide that it is time to just let it go and relax by the poolside once you see that your campaigns are converting, but remember that success is all about testing and optimizing. All the time! Remember, your ads will always be able to perform better than they are performing right now!

Chapter 18: Premium tools and Services to consider



Every trade has its most valuable resources and tools, so it is always important to know where to find them, and how to use those that will be of use to you. That is why we have made a list with some of the best tools available for Bing Ads marketers.

Bing Ads Online Tools

The **"Bing Ads Online Tools"** is nothing short of a spectacular set of tools available right in your Bing Ads account. These tools will empower you from the get go. Each one will allow you to dominate every basic facet of your Bing ads campaign, and all of them are custom made for the Bing network.

- ✓ **Bing Ads Editor**: The Bing ads editor is a desktop application that will allow you to manage your search engine marketing campaigns even when you are offline. Basically, all that you need to do on your Bing Ads account is in this desktop app!

- ✓ **Bing Ads intelligence**: This keyword research tool is designed to make keyword research tasks easier than ever, and it interfaces with the Microsoft Excel architecture. It will greatly help you measure the performance of relevant keywords in the Bing network!
- ✓ **Keyword planner**: The keyword planner is a streamlined graphical interface that will help you identify the most effective ad groups and keywords to boost your campaign's performance.
- ✓ **Ad preview tool**: This is a built-in app for your Bing Ads account that will allow you to easily preview and diagnose your campaign's performance, and see how effectively your ads are showing in the Bing network.
- ✓ **Bing ads app**: This is a mobile app that will allow mobile users to monitor their Bing advertising campaigns anywhere, anytime, from their Android and iOS devices!

Moz Local Listing Score

"Moz Local" is a local storefront scoring website that will give you great insights about how a variety of businesses look online, including yours! This is done by crunching data from over 15 different online sources such as Bing, Google and Facebook, to see how complete business listings are on said platforms, with a complete report on how to fix incomplete or inconsistent listings!

Keywordtool.io

While it's true that the keyword tools that come bundled with your Bing Ads account are really good on their own, it is also true that getting a second opinion doesn't hurt. That is why we would like to introduce you to the aptly named "**keyword tool**".

By simply entering a keyword in the search bar, specifying the target location and the target language, the "**keyword tool**" will show you a complete list of search terms used by Bing users!

Similarweb

This is a service that will make spying on other sites and your competition a walk in the park. It will allow you to compare traffic between websites and see which referral links are working for your competitors, so you can leverage the advertising strategies of the top rated contenders in your industry!

SEO Site checkup

Remember, the keywords you target in your campaigns have to be consistent with the keywords in your ads and in your landing pages. That is why it is so important to audit your business website for possible SEO errors that might be affecting your quality score. You can use the "**SEO site checkup**" service to do this!

Chapter 19: Shocking Case Studies

Diamond Candles

"Diamond candles" is an internet retailer that sells **"aromatic ring candles"**, which are rings delivered inside aromatic candles with the intention of creating long lasting memories through meaningful moments full of fragrance.

The objective of the company was to increase the number of searchers stumbling upon their site, and to make its advertising campaigns much more efficient.

The digital marketing agency behind the company's Bing Ads campaign employed Sitelink extensions on their ads along with branded campaigns and achieved great success. It also included other strategies, such as breaking out smaller ad groups that had specific bases of keywords.

Results: The results were nothing short of impressive, with a 1,002% return on investment in just a month! The company has also discovered that over 14% of its acquisitions have come from the Bing network ever since.

Shottenkirk Automotive Group

The "**Shottenkirk Automotive Group**" is an auto dealership with several units around the United States and over 50 years of experience in the automotive service and sales industry.

The Company needed to get more out of its advertising budget, which was being spent on Google before switching marketing efforts to the Bing platform.

The company hired a digital marketing agency that carefully integrated Bing Ads into the company's advertising plan, making extensive use of features such as ad extensions and ad schedules with the help of the Bing accounts management services.

Results: In just three months, the "**Shottenkirk Automotive Group**" saw their impressions grow 350%, clicks 700% and click-through rates 81%, with conversions following suit and increasing significantly, as well.

K9 Carts

"K9 Carts" is a provider of pet mobility products, such as wheelchairs for cats and dogs, harnesses and nursing care products for our furry friends back at home.

The company's objectives were crystal clear from the get go. They needed to acquire consistent, high quality leads to increase conversions, lower its average cost per click and get a better position in search engine results.

The digital marketing agency responsible for handling the company's online advertising presence made use of Bing Ads features such as inline bid suggestions, ad preview tools and campaign planner tools to reach new customers and increase sales.

Results: Increased website traffic and boosted sales became the norm for the company after breaking into the Bing Ads platform with an estimated 22,873 visitors to its website after launching the ad campaign. That immediately translated as 322 sales with an average cost per acquisition of $71.55, and a good return of investment that was just under 400% and going up!

Grasshopper

"Grasshopper" is a company that specializes in call forwarding services aimed at individuals and corporate customers.

The company wanted to increase its reach through an additional channel. They were already advertising on Google and the radio.

The company's strategy was simple and effective. It imported its campaigns from AdWords to their Bing Ads account and made the necessary adjustments to adapt their campaigns for the platform.

Results: The company saw some impressive results that included a 437% increase in conversions and a 29% decrease in costs per lead.

Siutse

"Siutse" is an internationally recognized brand that has become synonymous with proper, stylish health care.

The Company's objective was to recoup their return on investment that was lost by way of previous and unsuccessful pay per click advertising efforts. The marketing strategy pursued a very specific set of goals: acquiring three to five calls per day from potential customers, lowering its average cost per click and getting a better position in search engine results pages.

The digital marketing agency behind this challenge handpicked its keywords, made use of Bing Ads built-in keyword research tools and leveraged the auction insights reports.

Results: The company's return on investment increased significantly after expanding its online advertising efforts through the Bing Ads platform. Phone calls to the company increased by 144% percent and the cost per lead decreased by 96%.

Chapter 20: Frequently Asked Questions



If you have gotten this far into our training, chances are that you have learned a lot about what makes the Bing Ads service so special among all of the other search engine marketing platforms in the market. Yet, we believe that you'll stumble upon some questions that you'll need to answer once you get started. Here are some of the most requested ones.

Where will your ads appear with Bing Ads?

When you advertise with Bing Ads, your ads will display across the internet. Mainly, your ads will appear in the Bing network when users search in the Bing search engine, but they will also appear in other search sites and across multiple devices.

Depending on what your customers like, want and where they're located, your ads will display in a plethora of sites that are part of the Bing network:

- ✓ Bing
- ✓ AOL

- ✓ Yahoo!
- ✓ Syndicated partner sites such as MSN.com or Bing.co.uk

Where your ads appear will greatly depend on which devices people use to make their searches, their specific locations, such as cities and countries, as well as the language that your customers speak.

What are the system requirements for using Bing Ads?

They'll appear on any computer with Windows 7 or newer for Windows users and Mac OS X 10.9 or newer for Mac users. These will allow you to run Bing Ads, because they're web based platforms. However, there are some basic system configurations that will help you have a smoother experience:

- ✓ Optimal web browsers to use Bing Ads are Microsoft Edge, Internet Explorer 11 or newer, Google Chrome, Mozilla Firefox 38 or newer, and Apple Safari 9 or newer
- ✓ You need to allow pop-ups in your browser
- ✓ Your screen resolution should ideally be at least 1280 by 960 or higher
- ✓ You have to disable ad-blocking extensions
- ✓ You need to enable JavaScript

How can you monitor your account from the home page?

You can fully monitor your account as well as your performance in one place in the Bing ads homepage. You can easily sign in to your account from the home page by entering your email address or your Bing ads username and your password. After you sign in, you'll be able to monitor your account these two ways:

- ✓ The "**summary view**" is the first page of your account homepage, and it will show you a summary of what is going on with your account. It will show you a summary of clicks, impressions, click-through-rates, conversions, cost per clicks and spending. It will also show you a performance graph.
- ✓ The "**customizable modules**" are the sections of your account where you'll have greater control of all your customizable modules, which are the keywords, ad groups and campaigns modules.

What do you do if you encounter issues when signing in or using your Bing Ads account?

- ✓ You can clear your browser cache, cookies and history, then close it to start a new browser session
- ✓ You can use Bing Ads in Private mode. Depending on your browser, this mode can be named either "Incognito" mode or "InPrivate" mode
- ✓ Add Microsoft.com as a trusted site in case your browser isn't recognizing it as such

What are your billing options?

Bing Ads is a PPC advertising platform, and PPC stands for "**Pay Per Click**", which means that you are going to be charged for each click that you get on your ads. There are two ways to pay for your ads in the Bing Ads platform:

- ✓ **Prepay**: You can add funds to your account, so you can limit your budget to be adjusted to the amount available in your fund and get your charges deducted from said fund. This is a favorite option among many newcomers, because it helps you to stay in line and not go over budget at the beginning.

- ✓ **Postpay:** This option will allow you to run your ads freely and pay after your charges have been accrued. The **"postpay"** billing option itself can be handled in two ways:
  - **A threshold:** You get to pay with your card once you have reached a billing threshold or once you reach your billing date, whichever comes first.
  - **A monthly invoice:** You can specify a monthly amount to be charged and then get charged through a monthly payment process. You need to get credit approval to pay this way, though.

How do you pay for Bing Ads?

Payment methods can vary across different regions, so it would be safe for you to check availability of certain payment methods in your region before you get started. In the majority of regions, payment methods are accepted as follows.

- ✓ Credit cards and debit cards are accepted for PostPay and prepay billing
- ✓ Checks are only accepted for prepay billing
- ✓ Bank transfers are accepted for prepay billing and monthly invoices
- ✓ PayPal is accepted only for prepay billing

Conclusion:



We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your Bing Advertising even farther, we invite you to get the most out of it by getting access to our Live Video Training clicking here **(Insert your Upsell offer URL)**.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Bing Advertising.

Bing Advertising has come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

- ✓ https://www.youtube.com/watch?v=6U23xFqe8JM
- ✓ https://www.youtube.com/watch?v=Eqi7ib1lvAw

Tools & Services

- ✓ https://advertise.bingads.microsoft.com/en-us/solutions/tools/bing-ads-editor
- ✓ https://advertise.bingads.microsoft.com/en-us/solutions/tools/bing-ads-intelligence

Training Courses

- ✓ https://advertise.bingads.microsoft.com/en-us/resources/training/courses
- ✓ https://www.lynda.com/Bing-Ads-tutorials/Bing-Ads-Essential-Training/546105-2.html

Blogs

- ✓ https://advertise.bingads.microsoft.com/en-us/blog
- ✓ http://neilpatel.com/blog/how-to-setup-a-bing-ads-campaign-the-right-way/

Forums

- ✓ https://advertise.bingads.microsoft.com/en-us/blog/bing-ads-community-forums
- ✓ https://www.warriorforum.com/tags/bing%20ads.html

Affiliate Programs

- ✓ https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=bing+ads
- ✓ https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=bing+ads

Webinars

- ✓ https://advertise.bingads.microsoft.com/en-us/resources/webcasts
- ✓ https://www.youtube.com/watch?v=gqeeN6WIQ2c

Infographics

- ✓ http://www.wordstream.com/blog/ws/2015/03/19/most-expensive-keywords-bing-ads
- ✓ https://advertise.bingads.microsoft.com/en-us/blog/post/april-2013/infographic-the-power-of-bing-ads

Case Studies

- ✓ https://advertise.bingads.microsoft.com/en-au/insights/stories/insure-and-go-case-study
- ✓ http://www.seerinteractive.com/blog/client-tried-bing-ads-earned-461159-revenue/

Facts

- ✓ http://www.wordstream.com/blog/ws/2012/09/12/bing-ads-facts
- ✓ http://www.gmlconsulting.co.uk/blog/2016/04/15/bing-ads-the-statistics-and-features/

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