

BING TO WIN



YOUR COMPLETE GUIDE TO SUCCEEDING WITH BING ADS



Your Bing Ads Cheat Sheet

This cheat sheet will help you to understand the basic steps you need to take in order to create and launch a successful Bing Ads campaign that will drive more visitors to your site and help you to create more paying customers.

You've read the full ebook, you know all the reasons that Bing Ads matter and that you should be using them on top of your AdWords. Now all that's left is to actually put that into action and start building your campaign. This cheat sheet will walk you through each step...

Step 1. Research

The first thing you need to do is your research. This means collecting data, looking at the marketing and coming up with a plan.

The way you start is by looking at how much money you're currently making *per visitor* from your site. This gives you an idea of budget. For example, if you make \$100 a day from 1,000 visitors, then that means you have 10cents to spend on each visitor – though likely it will be less. If you can start with this amount on a *small* keyword, then you can almost guarantee success and then invest more money over time in order to reach a wider audience and scale things up. Once you find the right keywords, you should start targeting an audience that has a much higher conversion rate and earns you a lot more *per visitor*.

The next step is to research your keywords. You can do this fairly easily using either Bing or Google's Keyword Research Tool. This will allow you to see which keywords get the most searches and which have the most competition.

Step 2. Signing in and Signing Up

The next step is simply to head over to Bing and then sign up for a new account. The good news is that you can do this very easily, simply by using your existing Microsoft Account if you have one. This will be the username and password you use to sign in. Head over to <https://secure.bingads.microsoft.com/> to get set up.

Step 3a. Importing a Google AdWords Campaign

If you already have a Google AdWords account, then the easiest way to get started is simply to import one of your campaigns from that network over to your new home. This is easy enough to do. Simply find the link on the far right that reads 'Import Campaigns'. Now click 'Sign in to Google' and enter the Google username and password you use for AdWords. Once you've done this, you'll be taken to the next page where you'll find the option to select the campaigns you want and import them. Select those and click 'Continue'.

Now you'll need to select a few settings that are unique to Bing or that require clarification when importing. For example:

- Choosing the Bing Ads account you want to import to
- Choosing the right time zone (remember that Bing allows more flexibility in this department)
- Choosing the appropriate options under 'What to Import'
- Choosing the options you want for your bids and budget

Now click 'Import' and you're done!

Step 3b. Creating a New Campaign

If you don't have this option though, then click 'Campaigns' and then 'Create a Campaign'. Now you'll be able to choose between regular search ads or product ads (with images for products).

You can also set the:

- Campaign name
- Time zone
- Budget
- Location
- Language

You can also define whether you want to show only in a certain location, or whether you also want to show to people searching for information *about* that location. This can be useful – for example – if you have a hotel and you want people to find you when looking for places to stay in the area.

On the next page you have the option to set the bid for your ads. The great feature here is that you can choose the amount you want to pay for each keyword. This means you can bid less for smaller and more obscure SERPs and bid *more* for the much more competitive searches where you'll face more opposition.

Step 4. Viewing Reports

You'll of course need to check your reports regularly in order to keep track of how they're performing for you. You can do this by clicking the 'Standard Reports' button, where you'll be able to see a breakdown of things like

CTR (click through rate)

CPC (cost per click)

CPM (cost per impression)

You'll also be able to see a 'quality score' which will give you a little more information about how your ad is performing.

Step 5. Setting Up Goals

Another very useful function in Bing is the ability to set up goals. This means being able to see whether people are actually buying/signing up for things etc. This can also allow you to calculate a 'CPA' or 'Cost Per Action', which tells you how much you're paying for each sale or for each new subscriber. This is often a much more useful metric than simply the cost per click. Just click 'Shared Library', then 'Goals' and then 'Create Goal'. You'll be given a Bing Ads Tag and you simply have to copy this script and paste it on the relevant 'target page'.

Step 6. Managing Ads

As you track the performance of your ads, you'll be able to manage them and tweak aspects in order to get more performance out of them. In particular, you'll have the option to change things like your bid/CPC, to set up 'negative keywords', to use dynamic keywords and to set up 'ad extensions'. You can even use more specific targeting for customers in order to more specifically target particular people with your ads.

At this point, running your campaigns becomes a matter of monitoring the results, iterating and then monitoring the effects of those tweaks. The more you do this, the more you'll gradually evolve your campaign into a perfectly oiled money-making, traffic-driving machine.

Go through these steps and launch your first Bing Ads campaign today. It can take less than an hour to be up and running!