

# Cheat Sheet



Bing<sup>TM</sup> ads  
Made Easy

Powered by RRW

Latest Bing Advertising Techniques to Boost  
Your Sales and Profits Easily

# Bing Ads Made Easy



## Bing Benefits for Businesses

- ✓ 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
- ✓ 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
- ✓ The Bing search engine indexes over 2 billion Facebook updates and half a billion tweets on a daily basis
- ✓ The Bing search engine powers the Yahoo! search engine, which means that when you use Yahoo's engine, you are

## Bing Ads Benefits for Businesses

- ✓ 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
- ✓ Local, travel, shopping and health related searches account for up to 40% of search queries, which gives an advantage to businesses in those industries
- ✓ 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
- ✓ 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
- ✓ The demographic available to target

basically using Bing

- ✓ Bing incorporates Facebook data in its algorithm as a source of social media input

### What advertising goals Bing actually offers for your business?

- ✓ Visits to my website
- ✓ Visits to my business location
- ✓ Conversions in my website
- ✓ Phone calls to my business

### Dos to Consider

- ✓ Bid on commercial intent keywords
- ✓ Use the “research keywords” tool
- ✓ Target broad matches
- ✓ Add negative keywords to your campaigns
- ✓ Make your Ad titles work at 32 characters
- ✓ Target Locally
- ✓ Run Device-Specific campaigns
- ✓ Test your ad images and ad copies

### Advanced Automated Rules Strategies

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

with Bing Ads is older, has achieved a higher education and earns a higher income than the demographics that you can target on the Google network

### Seven Advanced Level Advantages of the Bing Ads Platform

- ✓ Bing Ads has lower competition and lower Cost-Per-Click
- ✓ Bing ads allows you to customize time zones at the ad group level
- ✓ Bing Ads offers broader device targeting options
- ✓ Bing Ads offers you more control over search partner targeting
- ✓ Bing Ads doesn't force you to target close variants keywords
- ✓ Bing Ads natively shows social extensions on ads
- ✓ Bing Ads offers you greater control over demographic targeting

### Don'ts to Avoid

- ✓ Don't create complicated ad copies
- ✓ Don't forget to adjust your campaigns after importing them
- ✓ Don't import raw data to your ads feed
- ✓ Don't submit irrelevant search terms
- ✓ Don't neglect your quality score
- ✓ Don't omit ad extensions
- ✓ Don't ignore your competition
- ✓ Don't forget to optimize your campaigns over time

### Premium Tools and Services to Consider

- ✓ [Bing Ads Online Tools](#)
- ✓ [Moz Local Listing Score](#)

- ✓ Pause ad groups that are only spending and not converting
- ✓ Increase Bids when Cost-Per-Acquisition is below your goal and the average position of your keywords is low
- ✓ Pause Promotional Ads when such promotions end
- ✓ [Keywordtool.io](#)
- ✓ [Similarweb](#)
- ✓ [SEO Site checkup](#)

## Shocking Case Studies

- ✓ [Diamond Candles](#)
- ✓ [Shottenkirk Automotive Group](#)
- ✓ [K9 Carts](#)
- ✓ [Grasshopper](#)
- ✓ [Siutse](#)

## Frequently Asked Questions

- ✓ Where will your ads appear with Bing Ads?
- ✓ What are the system requirements for using Bing Ads?
- ✓ How can you monitor your account from the home page?
- ✓ What do you do if you encounter issues when signing in or using your Bing Ads account?
- ✓ What are your billing options?
- ✓ How do you pay for Bing Ads?