



BING ADS **UNLEASHED**

The right PPC (Pay Per Click) strategy can do wonderful things for your business and send a huge amount of targeted traffic to your website. This is a method you can use to bring in new customers that are effectively qualified leads. That means that they have already demonstrated an interest in your product and are actively looking to buy it at the time they arrive on your site.

In other words, if you use a PPC campaign and place your ads on Google searches for ‘Buy hats online’, then you’re going to get visitors who want to buy your hats! Unlike search optimization, there’s no waiting here and no element of luck. As soon as you start paying, your audience will start clicking on your ads when they perform that search and you *will* start making sales. And you’ll pay precisely the amount that you are willing to pay, practically guaranteeing strong ROI for your campaign.

But this doesn’t always work. If it was that easy, then *everyone* would be earning a fortune through AdWords. The problem is that there’s just too much competition, which means you need to be much smarter about your approach.

And guess what one of the best strategies you can possibly use is? Placing ads with Bing instead of Google!

Surprised? Read on and I’ll explain why this is the perfect strategy!



First, let’s look at how to build a flawless PPC campaign. This is some powerful, free information you’re getting right here that you can start using *today* to drive more visitors to your site. So listen up!

Because the key to an effective PPC campaign is to be *precise* and to know your numbers. If you do both those things right, then there’s no way that you can fail to get results.

So how do you go about this?

For starters, let's *very* quickly recap on PPC. PPC means Pay Per Click, which of course means you are paying for clicks. That means you *don't* pay if someone doesn't look at or interact with your ad. This is good news because a click means a visitor and that means you now know precisely how much your visitors are costing you.

The next step then is to work out how much your visitors are *worth* to you. You can do this by doing some quick math: calculate how many visitors you have a day and how many products you sell a day. Then calculate how much profit you make on each of those products.

So if you have an ebook worth \$50 and you sell one of those every two days, then 1,000 visitors a day means you make \$100 for every 2,000 hits. Thus each visitor is worth 0.025cents to you right now. You can increase this by increasing the cost of your book or by improving your conversion rate. The higher you can make this number, the better your campaign will be.

Because once you have this number, you have an amount you can pay for guaranteed profits. If you make 10 cents per visitor, then you can pay up to 9 cents per click and come away with almost guaranteed money in the bank at the end of a campaign.

Now you can set up your campaign with that in mind. If you set your CPC (cost per click) to 9 cents then this will be your maximum bid. A lot of the time you'll pay less than that (you enter into automatic bidding wars for each ad space) but this will be the maximum amount you spend. From there, you can then set your budget to however much you put aside for advertising. But you *should* make this money back if you've set this up properly.

Then what you're going to do is to create an ad title and text that *filters* your visitors. And you're going to target the precise right keywords that have the minimum competition while providing a lot of potential customers for your products.

For example, you should target specific keywords like 'buy hats online' to make sure that the leads you're acquiring are qualified and ready to buy from you. At the same time, you should try to use phrases like 'Buy \$30 hat online' to make sure that people looking for cheaper hats *won't* click on your links!

The great news is that this will actually increase your profits more. Sure, right now your traffic is worth X amount to you per person. But this traffic is traffic that has shown an interest in your product and that already knows the price. The conversion rate for these specific visitors will be MUCH higher.

So that means you can start with your low estimate – your guaranteed ‘safe’ number – and then increase the amount you spend once you can work out the conversion rates for these highly targeted visitors. Once you know that number, you can increase your PPC, thereby winning more bids and gaining more exposure for your products and services and without ever risking investing money that you might not make back!



So what does Bing have to do with all this?

Well, as mentioned, things are of course not quite so easy as you would probably like to imagine.

Because let's say that you are currently making money from AdSense and a small product. There's a good chance that your conversion rate will be lower than .1% for that book unless you *really* know what you're doing. And chances are that you won't be charging much more than 20% for it. Meanwhile, money from PPC as a publisher is paltry.

So your value per customer is likely to be VERY low. This now gives you a very low maximum bid, meaning that if you bid on a popular search term on Google 'Fitness eBooks' for example, then your ad will never get shown. Your maximum bid at 2cents is going to be beaten by those larger companies every single time and your ad will never get seen.

So you spend more money – because that’s the gut reaction most of us have – and this then results in you actually losing out because you’re not making the sales to fund that.

Google is too big and too popular for the small brands and startups out there. Did you know that Amazon is spending up to one million dollars *per day* on advertising? That’s a huge amount of cash and it’s far too much for most of us to compete with!

But Bing on the other hand is much quieter and this means you CAN get noticed. Head over to Bing and you’ll find much quieter waters where it is far easier to stand out and get noticed.

Which is not to say that there’s nothing going on here at all though! After all, Bing actually has around 20% of the market share (this figure changes all the time) while Yahoo! (which is powered by Bing) has 10%. That’s 30% in total. 30% of your market!

If you’re ignoring Bing, then you’re turning your back on 30% of the audience that you *could* be catering too. In what other context would you ever do this?

What’s more, is that because there are relatively so few people on Bing compared with AdWords, you’ll find it much easier to get noticed and place your advert there. Remember: these sites work on a bidding system, so as there are fewer advertisers on Bing, your PPC won’t get driven up. This system works the same as eBay, so in order to win a bid, you only need to pay the lowest amount necessary to beat the *next* highest bidder. If the competition is willing to pay 20cents, you will pay 21cents – even if you set your highest bid at \$30.

And guess what? Amazon sure doesn’t spend 1 million dollars a day on Bing ads!

So this means you can approach Bing ads with a much lower budget and PPC and you’ll be able to drive *more* customers to your site.

To be more precise, you can expect to pay 33.5% less for Bing Ads than you do for Google. And what that means for you in real terms is 33.5% more customers for the same amount of money. This is good news.

What’s more, is that you’ll be getting seen by a slightly different target audience and this will help you to build up your own brand on a platform where it will stand out more.

And think about the kinds of people who are likely to use Bing – they’re the kinds of people who are likely to be ingrained with the Microsoft ecosystem. That means businesses, CEOs, CTOs and Mums and Dads. This is a *good* audience if you’re hoping to make sales of a range of different products.

You can think of this like your ‘back door’ to success online. You can’t tackle the biggest brands on Google head-on, so instead you’re taking a round-about route in order to avoid that direct competition and to find an alternative route to the top. In doing that, you’ll find that you can start to build momentum and generate some income. You then only need to try and break into Google AdWords once you’ve built up some momentum and some funds.

There are more benefits to this strategy too. For starters, success on Bing Ads will actually be good for your Google SEO! Why? Because Bing ads brings exposure just like any other type of advertising. That means more people visiting your site and if your site is good, that’s going to mean more people sharing your site on social media, on forums or on their own blogs. If you can target the right kinds of people, then you can see some big successes. In short then, this gives you the momentum you need to start growing your backlinks profile and in turn, that’s going to improve your ranking on Google.

(This is where you should think beyond just each ‘sale’ – think as well about building a brand, building fans and increasing that ‘lifetime customer value’ (LCV)).

Then there’s the fact that you can use Bing as a form of experimentation. Because it doesn’t cost as much (and you have some unique tools, as we’ll see in the next chapter), you can use Bing to experiment with different keywords, different pricing strategies and different headlines. There’s a smaller audience here and that means there will be lower repercussions for a mishandled campaign. And these facts mean you can use Bing to find out which strategies are working for your business and then to carry those over to Google once they work.

The key here is that you don’t need to think about Bing and Google as an ‘either/or’ proposition. Rather, big brands should be advertising on Bing *and* Google in order to try and get as close to 100% of search traffic as possible. Smaller brands can use Bing as a way to avoid

direct competition on Google and to grow/build some momentum to the point where they're ready to take on Google.



What's even better than just the low cost though, is that in some ways, Bing is actually superior to AdWords. That's because Bing gives you some additional tools that you don't get from AdWords and allows you to hone your campaign even more precisely for much more success.

In this section, let's take a look at some of the features Bing offers to allow you to do this. Some of these will also be features that Google AdWords offers but others are completely unique to Bing!

Set Different Prices for Different Keywords

Before you get started with any PPC campaign, you first need to research your keywords. The good news is that both Google and Bing both offer keyword tools that you can use to do this. Simply type in the search phrase that you're thinking of looking for and this will then present you with a range of different alternative keywords that you can search for.

The aim is to look for keywords that are popular enough that you'll gain wide exposure among your target demographic but that are not so competitive that you can't afford to be seen on them.

But finding this 'happy medium' is not going to be easy. Sometimes you'll be competing for 3 visitors and other times you'll be swamped by powerful competition. That's why it's incredibly handy that Bing allows you to actually set how much you want to pay for each keyword specifically. You can choose to pay only a small amount per click for really niche and specific

keywords but you can pay a lot more for the more competitive ones. This way, you'll always get some exposure but you'll never end up paying more than you have to!

Timing and Location

Timing is everything when it comes to sales, which is why it's handy that Bing offers more precise controls in this department than Google.

The main thing you want to avoid is paying for an advert that is going to show at 3am in your local area. If you have a local business – such as a hairdresser's – then you can only really sell to people who live locally. There is just no point in advertising your business to people in Switzerland if you're in the US!

Fortunately, Bing makes it easier for you to decide who gets to see your ads and this in turn means that you can make sure that only people in your local area are getting shown them. (You can also show your ads to people searching *for* things in particular areas if you like, which is handy if you want to advertise to people searching for hotels and activities in a city they're visiting – for example).

But then you need to make sure that includes local time – because searches at 3am likely *aren't* going to be from people nearby. What's more, is that people are more likely to take action at certain times of day: for example, people will more often buy products in the evening after work because they'll be slightly tired which makes them more impulsive! A lot of psychology goes into a good PPC campaign...

Device Targeting

Bing also allows you tighter control over device targeting than Google. This means you can opt to show your ads only on tablets or smartphones for example, which is a very useful feature if you are selling an app for example. This is also useful if you're trying to capture people who might be in the local area looking for food.

You can combine these factors to, for instance, show your ads to people who search for restaurants, while in your local area and during lunch!

Goal Setting

Both Google and Bing offer the ability to track 'goals' but Bing makes this considerably easier because it doesn't involve integration with Google Analytics. Rather, the entire process can be handled through Bing itself.

So what you're going to do here is to track precisely which ads are performing for you and how much they're worth to you – so you can decide which ones to spend more money on. We won't go into that in detail here though – let's save it for the full ebook! This is powerful stuff because it lets you see how much each customer is *really* worth to you, when they come from specific keywords. As you can set the price for each keyword, this then means you can make sure that you are making ROI on *every single one* of your adverts. That means you can calculate a precise CPA (cost per action) and guarantee a profitable campaign.



There's one other big reason to get involved with Bing Ads and with Bing SEO for that matter too. That's the simple fact that Google might not be number one forever. Bing is *gaining* market share and Microsoft has lately been having a lot of wins. Right now, the Surface Pro line of devices is performing well indeed, while Windows 11 has also been a big hit. Of course Windows 11 comes with Bing integration and with Cortana built in. Cortana performs web searches on our behalf as a personal assistant and that means people talking to their computer are using Bing – even if they don't realize it!

Then there's the HoloLens – a whole new hardware category that might just change the world in the next few years.

In short, Microsoft is making leaps and bounds and this is especially true with their search engine. If you have all your ads and all your SEO focussed on Google, then that makes you 100% reliant on one business for your own customers. That is not very good for your business' resilience and apart from anything else, Google changes its algorithms *all the time*.

A good business should have multiple revenue streams and multiple marketing outlets – so make sure you aren't putting all your eggs in Google's basket and you'll be much safer in case of a Googlepocalypse.

But really we've just scratched the surface here. Read the full ebook and you'll learn much more about pricing your Bing campaign, about how to get set up and use the reporting and other features, about how to use dynamic keywords and other techniques and about how to use Bing SEO as well to make an even stronger campaign. By the end, you will know everything you need to know to start making a splash through Bing Ads and that in turn will help you to reach a bigger audience and to be much more stable than if you focussed purely on Google.

And Bing *might* just be your way in if you're been struggling to get noticed so far. It's time to stop ignoring this MASSIVE site and to start maximizing your search traffic!