



# Bing Ads For Beginners Report

Hey, thank you so much for entering your email and before we get started I want to introduce myself.

My name is Michael Bashi and I am the founder of [TheTrafficMaverick.com](http://TheTrafficMaverick.com).

And I am one of if not the only site in the world that teaches marketers like yourself, beginners and experts, how to harness the full potential of the internet, to drive traffic effectively from multiple sources back to your online business, whether it is a website, blog, fan page, whatever it might be.

And just so you know how big, I have actually coached over 12,000 marketers like yourself, how to get traffic to their online businesses and turning that traffic into paying customers.

And today, I want to show you the exact same thing I showed all of them, which is how to use Bing Ads, to expand your business. Getting more leads, and sales, using Bing Ads.

You see where most marketers go wrong online, is they are always seeking what they "think" is the cheapest way to drive traffic online without realizing that it is costing their business, and destroying their online sales.

What marketers usually do is they try to go with services that you found all over the search engines that promise you something like 10,000 visitors for \$20 or something like that.

What marketers don't understand is that they are driving fake, bot traffic to their websites where it is not even real humans visiting your website at all.

Or, it is usually traffic from NON-English speaking countries like India, China, Russia, etc...

Now no one tells you this but how do you expect to make any money online if the traffic you are receiving is traffic from either NON-English speaking countries, or fake traffic ??

And then you wonder why you are not making money. See, PPC search engines like Google and Bing, are not stupid to charge you \$0.50, or even \$1.00 per click.



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Because they know this is how much it costs to drive real, human targeted traffic of buyers, from countries who speak the same language you do and are actually interested in buying what you are selling.

And if you know how to master it, then traffic would cost you nothing because think about it. If you have a killer PPC campaign, that made you \$10 every time you spent \$5 on ads, wouldn't you be profitable ? This is a 100% ROI. And if this is the case, wouldn't you spend as many \$5 bills as possible since everytime you spend \$5, you're making \$10 ?

With that being said, I am going to show you how to use the power of Bing ads to harness traffic back to your website that converts into leads and sales.

Now I am going to assume you already have a website of some sort. And maybe you tried advertising this website on Bing or maybe not. But I am going to show you exactly what Bing looks for in order for you to get:

- High Quality Score
- High Ad Relevance to your website
- High Click-Through-Rates (CTR), Which results in lower Cost-Per-Click (CPC)
- High Converting Leads, and Converting Those Leads Into Buying Customers.

## Let's Start from the top:

1. You need content. Bing will ban your website right away if your website has very little content. Bing likes for you to have clear, and to the point content that directly correlates to your keywords that you are bidding on. With Bing, relevance is always key.

So here is the format that I had discovered works the best with Bing Ads:

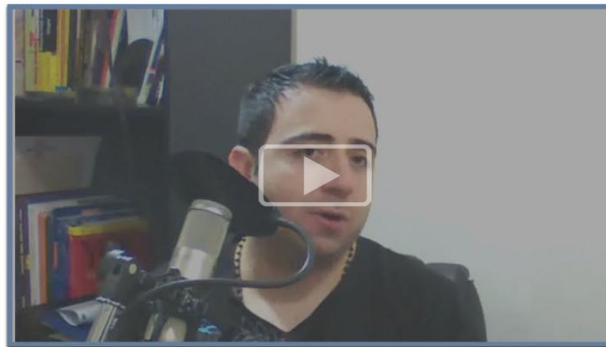
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## **Affiliate Blueprint To Make Money Online Easily Without Having To Sell Anything To Anyone Whatsoever**

Majority that hear the phrase "Affiliate Marketing" automatically think of ClickBank.com. Let me tell you this; affiliate marketing is way more vast than just ClickBank matter of fact, CB is just a drop in the bucket and is only about 3% of the entire affiliate marketing world out there. If all you know is CB then you have been blind for as long as you can imagine.

I have a way of making money as an affiliate that I have been using secretly for years and I never shared it with anyone.



I know I know, everyone pitches such claims but I am serious and when I say "secretly using" I am not stating that my method is a secret but I am basically stating that most people out there don't know nothing about it and how much money it can generate for you daily.


What if I told you that I have a way for you to make money online as an affiliate without actually selling anything whatsoever ?? I mean it !! No selling on your part whatsoever and you can earn huge money doing it.

Imagine this: customers who are already in the process of buying one of the millions of different consumer goods online; as they are checking out, you make a small cut out of what they are paying.

Sounds crazy I know, but I can guarantee you if you just listen to me, I can have you setup with a business like this within 24 hours and I will even do 100% of the work of setting it up for you where you just get a clean business out of the box ready to make money.

You think I am full of hot air ? that's fine, just fill out the form below and watch my presentation video on the next page and you be the judge at the end. I promise you will not be disappointed at all matter of fact, you will be wowed jumping up and down with your mouth drooling just wanting a piece of what I have to offer you. and the best part is that, once you finish watching the video on the next page, you will realize that I am offering this opportunity without any upsells, tricks or gimmicks. I will stop talking, just enter your information below and I will email you a link to the video right away.

Talk soon !





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As you can see from the layout, you got your headline at the top.

Then some text opening up the dialogue of conversation which is an introduction to my headline.

Then I got a video, which is optional but I have found through various testing that a video in between content converts a lot higher because most people like to watch the video then read your content and some like to read and watch. So this way you are serving both of your audience.

Then I have 1-2 more paragraphs talking about what I am offering them on the next page if they optin.

This is a biggie. You always want to have a optin landing page first. You never ever want to sell something on the front end for various reasons. You always want to capture the lead and then sell them something. You will have some people who will buy right away, and others who you get them to buy later through email follow-up series. Now this is not an email marketing course nor a copywriting course, but I am sure you get my point.

And as usual, I always have my optin form at the end where after they optin, I send them to whatever content I promised them which is exactly like what I did with you here.

Another important factor to get a high quality score on Bing is you need to have a privacy policy page and a contact us page on your landing page that you will advertise on Bing.

Bing wants a safe and secure environment. And if they are going to send over to you their traffic, they want to know that you are keeping their audience safe and secure. So make sure you have those 2 pages available before setting up your campaign on Bing.

There is much more detail that goes into it but these few key points WILL get you started on the right path.



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Now let's move over to setting up your campaign on BING.

First, you need a BING Ads account, if you do not have one, Go to [ads.bing.com](https://ads.bing.com) and create one by clicking on the signup now button. Go through the sign up process and create yourself an account. It is FREE to join by the way.

bing ads

Microsoft account [What's this?](#)

☐ Keep me signed in

[Sign in](#)

[Can't access your account?](#)  
[Sign in with a single-use code](#)

Don't have a Microsoft account? [Sign up now](#)

Don't use Bing Ads?  
Start advertising today to grow your business with Bing Ads

[Sign up](#) [Sign in with Bing Ads user name](#)

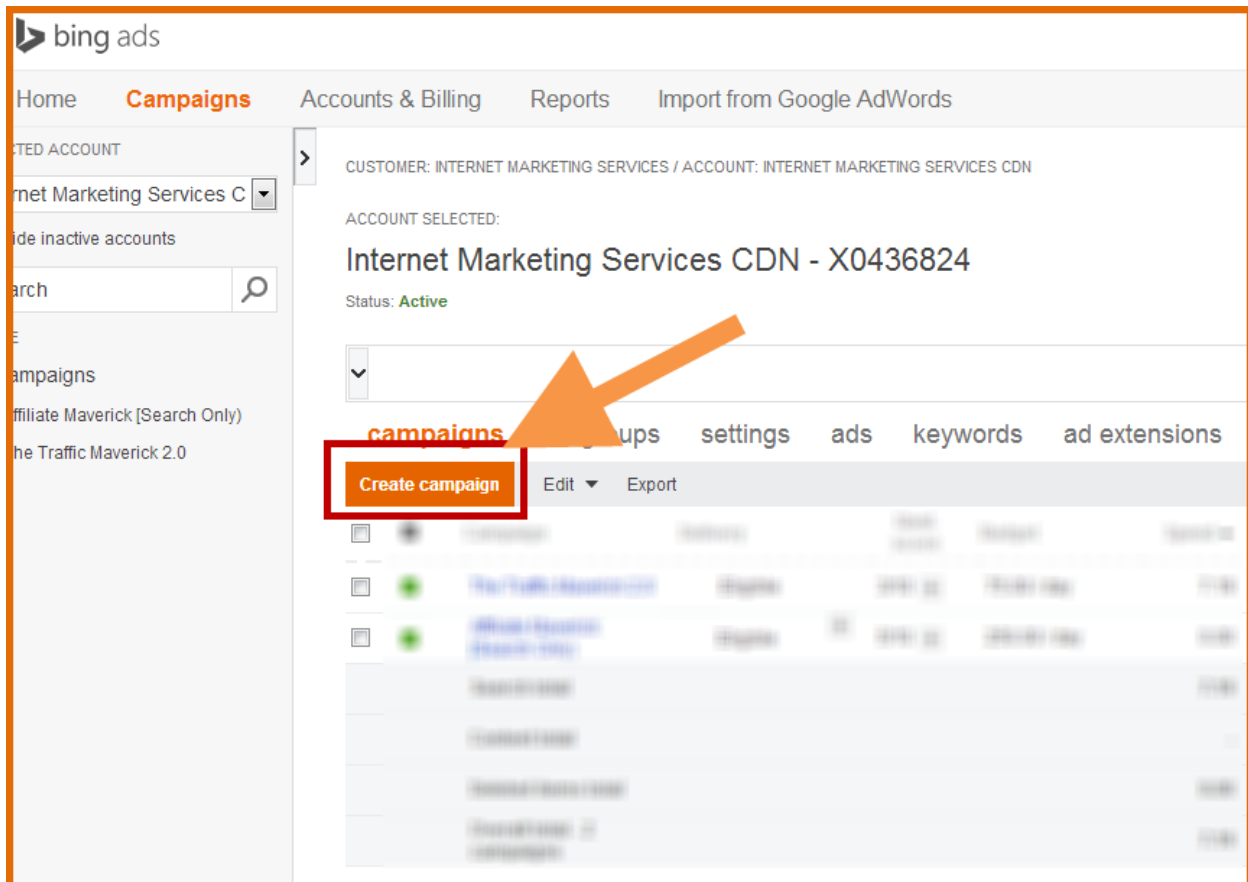
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if you already have one then just login to your account which should bring you right to your dashboard.

First, you would want to click on the "[Create Campaign](#)" tab.



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This is where you setup your general settings on the campaign level.



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General settings, ads, and keywords

### CAMPAIGN SETTINGS

Campaign name:\*  117 characters remaining

Time zone:\*

Campaign budget:

Language: What language do your customers speak?

Locations: ? What locations do you want to include or exclude?

☒ All countries and regions

☒ United States, Canada

☐ Canada

☐ Selected cities, metro areas, states/provinces, and countries/regions

☐ Near a custom or other location

Advanced location options: ☐ Show ads to people in, searching for, or viewing pages about your targeted location

☒ Show ads to people in your targeted location ?

These options do not apply to excluded locations.

- Enter a **campaign name**. This is a name only you will see to be able to identify the campaign you are running for your own personal reasons. For the sake of this video, let's call it "Test Campaign"
- Enter your **time zone**, if you do not know your time zone you can always Google it. Or Bing it I should say.
- Enter a **campaign budget**. OK, I believe that if you are testing, A Good test budget should be anywhere between \$50-\$100 per day. Now let me be honest with you. You are not going to spend this much money anyways. This is the thing about Bing. It takes a while to deplete your budget especially for a new campaign, they will not give you lots of traffic until you have proven your

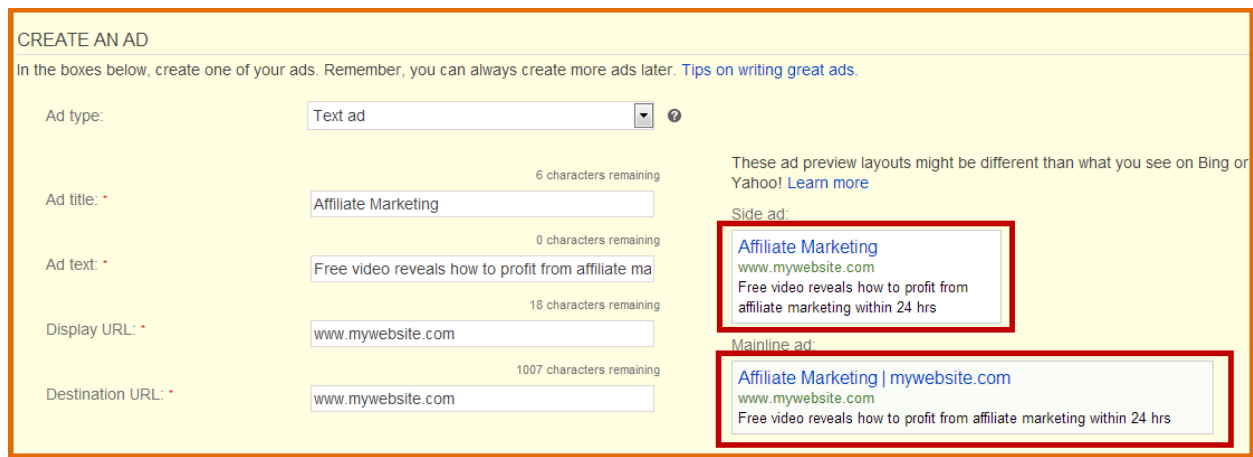


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campaign's relevancy first which takes time. But when you set a higher budget, you are basically telling Bing to be FREE and send you as much traffic as they can without worry which is a good sign on your part.

- For **language**, I will assume it is English so set it to that.
- **Locations**. I usually only target Canada and USA. I personally feel that Canadians and Americans are buyers. Others will tell you to target all English speaking countries but in my opinion, you would be targeting a huge broad market. I suggest you only target USA and CANADA.
- For **Advanced Location options** - Select "Show ads to people in your target location" This means that your ads will only show up to people in Canada and USA. So if someone from the UK went to Bing.com and searched for your keyword, they will NOT see your ad because they are neither from Canada nor USA and this is how you want it setup. You want to keep your traffic super targeted. Remember, you are not trying to target everyone, you are only targeting those who you know will buy from you, because really, the rest do not matter.

## Now it is time to create your Ad



CREATE AN AD

In the boxes below, create one of your ads. Remember, you can always create more ads later. [Tips on writing great ads.](#)

Ad type:  ⓘ

Ad title: \*  6 characters remaining

Ad text: \*  0 characters remaining

Display URL: \*  18 characters remaining

Destination URL: \*  1007 characters remaining

These ad preview layouts might be different than what you see on Bing or Yahoo! [Learn more](#)

Side ad:

**Affiliate Marketing**  
www.mywebsite.com  
Free video reveals how to profit from affiliate marketing within 24 hrs

Mainline ad:

**Affiliate Marketing | mywebsite.com**  
www.mywebsite.com  
Free video reveals how to profit from affiliate marketing within 24 hrs

- Again, this is not a copywriting course but let me give you some pointers.
- You want to have an attention grabbing headline. At the same time. It is best to include your keyword that you are bidding for in your ad's headline. So if you can



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create an attention grabbing headline using one of the keywords you are going to bid on, then go for it, if not, then just type the entire keyword for the headline. This ensures relevancy between your keywords and your ads, and you also need to make sure that your ad is relevant to what you are offering on your landing page, this way, the three are relevant and connected to each other and by three, I am talking about the keyword to the ad, and the ad to the landing page. This is how you ensure to get high quality scores and high Click-Through-Rate (CTR)

- Now the body of your ad should include and talks about benefits. NOT FEATURES, but BENEFITS. Here is an example of a feature. The example of my business I am using in this scenario, I am selling an affiliate marketing program.

1. So a feature would be: **Get 3 affiliate marketing training videos.**

you see; getting 3 videos is a feature, and not something they will benefit from.

2. A Benefit is: **Free training videos reveal how you can build a successful affiliate business in 3 days.** Now that is a benefit.

When you break it down, it tells the visitor that they are getting a video that will show them how to build a successful affiliate business in 3 days.

I hope you see and understand the difference.

- For my ad, for my headline, I am going to use one of the keywords which is "Affiliate Marketing"
- For my body, I will say: Free video that reveals how to profit from affiliate marketing within 24 hours.
- Now choosing your keywords. Look, people try to make a fuss about this and make it sound like there is a science behind choosing keywords. Really there isn't and this is simple especially with Bing.
- All you have to do is choose the keywords that directly match what you are advertising. Also make sure to not stuff your campaign with keywords. You want



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to use a maximum 5-7 keywords. And do not choose long tail keywords either. Choose short keywords that gets lots of traffic.

## Choosing Keywords

CHOOSE YOUR KEYWORDS

Bid type: Keywords

of course make sure you are choosing "**Keywords**" for Bid type option.

Another thing I want you to know is that when you are bidding on keywords, you have the option to bid on broad match, phrase match, and exact match.

### **Broad match**

triggers the display of your ad when all of the words in your keyword appear in a user's input, in any order. The user's input may include additional terms **before**, **after**, and **between** your keywords.

Broad match keyword	Trigger search term	Non-trigger search term
winter vacations	winter vacation	winter
	vacations winter	
	tropical winter vacations	
	winter ski vacation	
	winter trips (synonym)	
	winter ski villavacation	

**Phrase match** triggers your ad when all of the words in your keyword match in a search query, in exactly the same order, even if other words are present in the search term.

Phrase match keyword	Trigger search term	Non-trigger search term
winter vacations	ski winter vacations	vacations winter
	tropical winter vacations	tropical vacations
		summer vacations



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**Exact match** triggers your ad when the exact words in your keyword appear in a customer's input, in exactly the same order.

Exact match keyword	Trigger search term	Non-trigger search term
winter vacations	winter vacations	Winter
	winter vacation	Vacation
		topical winter vacation
		vacation winter

Me personally through various testing, I always went with phrase match. Phrase match always gets you nice amount of traffic while keeping your traffic targeted attracting the right people to your offer.

in order to choose phrase match keywords, when you type your keywords in, include the keywords between apostrophes.

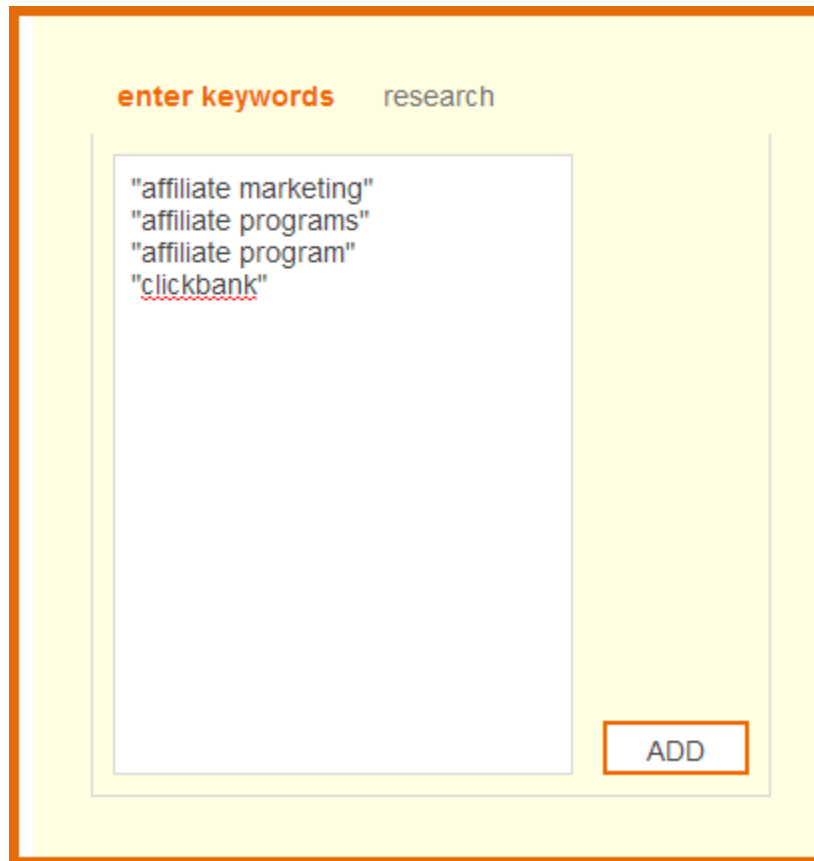
"affiliate marketing"

"affiliate programs"

"affiliate program"

"clickbank" (I know this is not directly relevant but all affiliate marketers use ClickBank. So you can include keywords like this but you have to be careful if you do and make sure it is extremely relevant).

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The screenshot shows the Bing Ads keyword entry interface. At the top, there are two tabs: "enter keywords" (highlighted in orange) and "research". Below the tabs is a large white text area containing four keywords, each in quotes: "affiliate marketing", "affiliate programs", "affiliate program", and "clickbank". The word "clickbank" is underlined with a red dashed line. In the bottom right corner of the text area, there is an orange "ADD" button.

As you can see, I have only chosen 4 keywords and this is plenty and more than enough. Yes I did say 5-7 keywords but this is not engraved in stone, if you have less keywords that is fine, you can always add more later down the road.

Now you want to click on "[Add](#)" Keywords

OK, the bid that Bing suggests to be on the first page is way OFF and does not at all make sense, in my opinion, they need to fix this so do not go by it. Instead, I want you to click on the drop down menu and select "Ad group bid" which we will setup next.

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Not sure which match type to use, or how to add negative keywords? [Learn more](#)

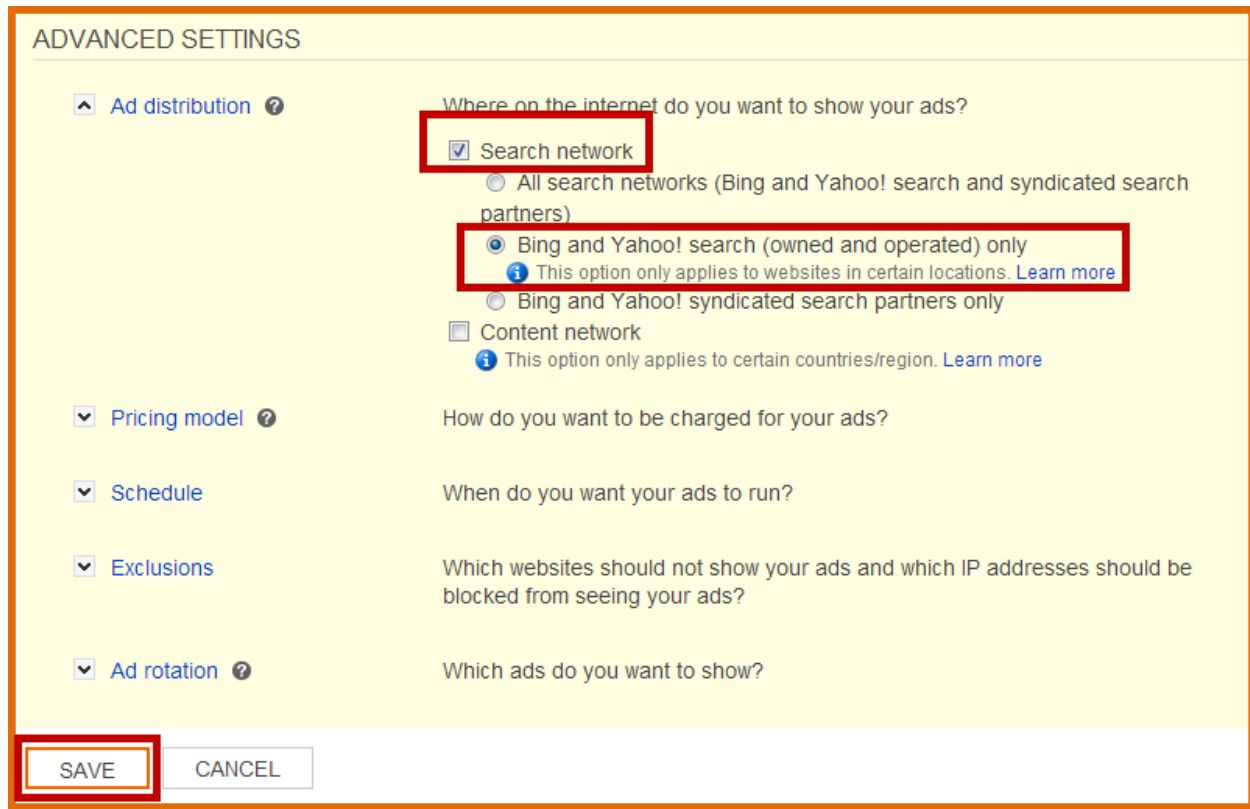
Keyword	Type	Bid (CAD)
affiliate marketing x	Phrase	--- Ad group bid
affiliate programs x	Phrase	--- Ad group bid
affiliate program x	Phrase	--- Ad group bid
clickbank x	Phrase	--- Ad group bid

[Remove all](#)

Click on [save](#)

Once you click the save button, now you get to see your Bids, targeting, and advanced options steps that we need to setup.

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ADVANCED SETTINGS

Ad distribution ? Where on the internet do you want to show your ads?

☒ Search network

☐ All search networks (Bing and Yahoo! search and syndicated search partners)

☒ Bing and Yahoo! search (owned and operated) only

ⓘ This option only applies to websites in certain locations. [Learn more](#)

☐ Bing and Yahoo! syndicated search partners only

☐ Content network

ⓘ This option only applies to certain countries/region. [Learn more](#)

Pricing model ? How do you want to be charged for your ads?

Schedule When do you want your ads to run?

Exclusions Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

Ad rotation ? Which ads do you want to show?

SAVE CANCEL

Let me explain something to you here. There are 3 ways to get traffic from Bing under the Ad distribution feature. I know I am skipping some steps but we will get back to them, not to worry.

1. **Search Network**: Where your ads will show up only directly under Bing's own operated search network which includes: Bing search engine, Yahoo search engine, and MSN search engine. ***This is my ultimate favorite choice*** and is what I always use.
2. **Search partner network**: This includes smaller search engines that are part of the Bing network that get smaller volume of searches, but because there is so many of them, you can get a fair number of traffic. This choice I do not recommend unless you are advanced because with this source of traffic, you will get lots of **bot and fake** traffic and you have to monitor your campaign and weed them out slowly. I honestly do not even use this



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traffic source because I find it very less targeted and not worth my time especially when beginning a brand new campaign.

3. **Content Network**: This method of traffic is having your ads placed on websites like Huffington post, CNN, and many other high traffic and low traffic websites where your ads is placed beside relevant articles and content relating to your Ad. I like this method, but I never use it when I first start a campaign and even when I do use it; I always start a brand new campaign only targeting the content network. This way I get to keep my traffic sources separate which results in better targeting for my ads and I do not have to make Bing split my budget between the 2 traffic sources.

So if you were to ask me which option I would choose, I would tell you to choose the **search network ONLY**. And this would be the "**Bing and Yahoo! search (owned and operated) only**" while de-selecting everything else.

When you deselect everything, you will notice that back at the top where you set your bids, that the content network bid fades away because you are no longer using it. And you only need to enter a bid amount for the search network.





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The screenshot shows the Bing Ads campaign setup interface. A blue arrow points from the 'Bing and Yahoo! search (owned and operated) only' option in the 'Advanced Settings' section to the 'Content network bid (CAD):' input field in the 'Set Bids' section. A red box highlights the 'Bing and Yahoo! search (owned and operated) only' option.

**SET BIDS** ?

Search network bid (CAD):\*

Content network bid (CAD):\*

**TARGETING OPTIONS**

☒ **Advanced targeting options** ? When, to whom, and on what devices do you want to show your ads?

Days: All days ?

Time: All hours ?

Demographic: Both genders and All ages ?

Device: All devices ?

**ADVANCED SETTINGS**

☒ **Ad distribution** ? Where on the internet do you want to show your ads?

☒ **Search network**

☐ All search networks (Bing and Yahoo! search and syndicated search partners)

☒ **Bing and Yahoo! search (owned and operated) only**

[This option only applies to websites in certain locations. Learn more](#)

☐ Bing and Yahoo! syndicated search partners only

☐ **Content network**

[This option only applies to certain countries/region. Learn more](#)

Now to keep this brief, I always start my bids at \$0.99 and work my way from there.



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Bids, targeting and advanced settings

SET BIDS ?

Search network bid (CAD):\*

Content network bid (CAD):\*

TARGETING OPTIONS

☒ Advanced targeting options When, to whom, and on what devices do you want to show your ads?

Days: All days ?

Time: All hours ?

Demographic: Both genders and All ages ?

Device: All devices ?

I see the pulse I receive from this bid and I adjust accordingly. And when I do raise my bids up or down, I always keep it in the \$0.05 cents margin. So never increase or decrease your bid by a lot. Keep it very low and subtle so you don't shock your campaign.

***TIP:*** With Bing ads, you have to be patient. When you setup a campaign, you need to allow it about 48 hours to get the flow going. And everytime you make a change to your campaign, and that is any kind of change, also allow it about 24 hours to get the flow going again. What I am saying is that allow Bing a fair amount of time to produce results for you and don't be too quick to judge or modify your campaign, in other words, let the campaign breathe before you start modifying it.

As for everything else, keep it all the same, you don't have to touch anything else. Click on Save and you're ready to go. Your campaign is all setup with all the right and winning choices. Good job !!!



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I really hope you enjoyed this report and as easy as the entire process might sound, you would be surprised at how many people do not follow those simple steps to success with Bing Ads. I hope you took me up on my offer and got yourself the mini Bing Ads course I have prepared for you. If not, you can still grab it if you like on this secret page I still have up for you by following the link below:

[Grab The Bing Ads For Beginners Training Here](#)

Cheers to your success !!

Your Friend;

Michael Bashi



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