

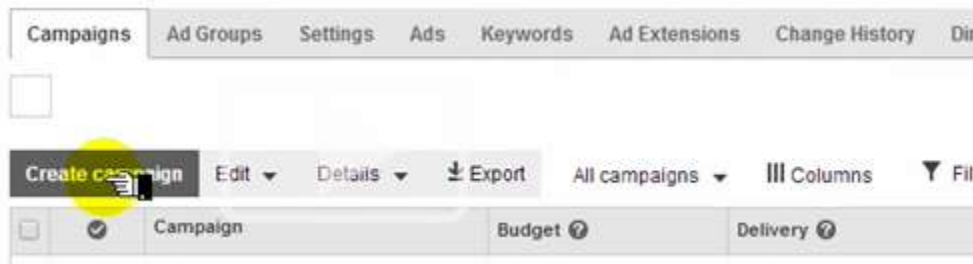


MODULE ONE

Lesson Three - Setting up a Bing Ad Campaign

I'm now going to give you a step-by-step instruction of how to set up a Bing ad campaign.

1. First you want to do is click on 'Create Campaign'.



2. Then you want to click on the 'Settings' tab.



3. Once you've done that, you want to choose a campaign name (only you will see this, but make sure you will be able to recognize it later).



Campaign: Affiliate Maverick 2.0

Status: **Enabled** Budget: 100.00/day Locations: Canada, United States

Ad Groups Settings Ads Keywords Ad Extensions Change History Dimensions

Campaign settings

Campaign name **Affiliate Maverick 2.0** 106 characters remaining

Time zone (GMT-05:00) Eastern Time (U.S. & Canada)

Campaign budget 100.00 Daily (CAD)

[Daily budget options](#)

Locations What locations do you want to target or exclude?

[Advanced location options](#)

Targeting options

3. You then want to choose your campaign budget. Choose an amount that suits you, preferably \$25-50 daily. The first day or two will likely not bring a return in excess of that amount, but you will tweak it to improve your click-through rate and conversions.
4. Next, you want to pick your locations. Pick areas that you are selling to. For English-speaking markets, I find that America and Canada offer higher conversions, but choose the market best suited to your product.
 - If you have more than one market, the 'Increase by 0%' option will allow you to spend more to show up with greater frequency in your preferred market. This will be discussed in detail later.

Locations [?](#) Selected cities, states/provinces, countries/regions, and postal codes [Edit](#)

Targeted locations	Bid adjustment ?
Canada (country/region)	Increase by 0%
United States (country/region)	Increase by 0%

Show rows: 20

5. Now you want to select the 'Advanced Location' options that are most suitable for your campaign.



- The option that reads ‘Show ads to people in, searching for, or viewing pages about your target location’ means that people who are in other countries but are searching for or viewing ads about your target country will see the ads, as well as people in your target area. This might be good for travel agencies, but it’s generally not the option you want.
 - ✓ The option that reads ‘Show ads to people in your target location’ means that only people in your target area will see your ads. This is the option that I recommend in most cases.
 - The option that reads ‘Show ads to people searching for, or viewing pages about your target location’ means that only people outside of your target area who are searching for information about your area will see the ad. This is generally only useful for travel agencies, or people who are selling a product made exclusively in one region, but sold internationally at high quantities. Outside of these instances, this is the most ineffective option.
6. Next, you want to select your targets options, of which there are three categories: Ad schedule, Demographics, and Devices.



- a) Ad schedule: I usually run my ad all day because of time zones, and the fact that people on shift work access the web at different times, so I leave this set at the default. However, if you think there is a pique time to run your ad, you can always adjust this.
- b) Demographics: If there is a gender or age group you are trying to attract, you can make adjustments for that in this section.
- c) Devices: This allows you to select visitors that use specific devices, which is useful if you are selling an app, for instance, but it can also be helpful to create different ads for different devices. Under each campaign you can create different ad groups, and you can assign one

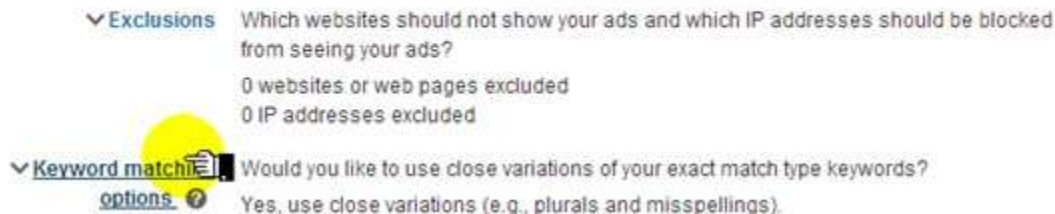


ad group to desk tops, and another ad group to smart phones. If you do choose 'All devices', be sure that your landing page is mobile friendly. To find out if your site is mobile friendly, go to the following site and plug in your URL:

<https://www.google.ca/webmasters/tools/mobile-friendly/>

7. Now you want to set your 'Advanced Setting', of which there are two: 'Exclusions', and 'Keyword matching options'.
 - a) Exclusions: This is going to be something we talk about later, but for now just leave it at the default setting.
 - b) Keyword matching option: This will ask you if you want to use 'close variations' of your keywords. I always select 'Yes' because different people sometimes might misspell or pluralize a keyword. You don't want to exclude yourself from these potentially profitable customers.

Advanced settings



8. Next you want to hit 'Save'! This will take you to your first ad group.

Ad Groups have two kinds of ads: 'phrase match', and 'exact match'.

- a) **Phrase match:** This is what you want to select if people are using other words with your keywords. To select this, go under the 'keywords' tab and add keywords with **"quotes"** around them. This will tell Bing you want a phrase match.
- b) **Exact match:** This is what you want to select if you want only people who are searching for your exact keywords. To indicate this, go to the 'keywords' tab and enter your keywords with **[square brackets]** around them. This will tell Bing that you want only exact matches.