

Bing Ads aren't as big as Google Ads in terms of traffic
But they are also less competitive
Bing Ads on average cost 33.5% less than Google
And you'll be reaching 20% of the search market
Plus an additional 10% if you choose to have your ads on Yahoo as well

A good Bing Ads campaign can be used in conjunction with a Google AdWords campaign.

This provides extra traffic and a backup system

It also offers a cheaper 'back door' into bigger search terms and it lets you test certain keywords

1 - **BING** - The Statistics and Why You Should be Involved

Getting Started 1 -

BING ADS

How Bing Stacks Up Against AdWords

Bing's Advantages Over Google

A good PPC campaign starts with the right research. Make sure you know how much you can spend. Calculate the average income you make PER visitor. Keep it lower than this to begin with.

2 - The next step is the right keywords. Do your research to target your audience as closely as possible. This will increase conversions.

3 -

You can then use goal tracking. This lets you see which keywords are resulting in your desired goals - such as sales or subscriptions. You then can invest more in the right target audiences.

Bing has some handy unique features:

- * The option to target users based on their Microsoft Account information
- * More targeting options in terms of timing
- * More control over showing to tablets and phones
- * Built in goal tracking
- * Social plugin to support Twitter

4 - Now Now for Extra Credit (4)

Now take advantage of advanced settings.
Add negative keywords
Use dynamic keywords
Set precise budgets for each individual ad/campaign