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# Bing PPC Ads + Affiliate Marketing = Instant Cash Flow!

I know what you are thinking right now. **"Why the hell would I advertise on Bing? Nobody uses that search engine."** But, in reality, you could not be more wrong. As of March this year, Bing has crossed the 20% mark meaning that nowadays, more than 1/5 of the searches are performed on Microsoft's search engine. And when we talk just about the United States, the number goes up to about 33% since Microsoft serves Bing results on Yahoo sites. Doesn't seem so bad now does it?

Okay, to the point. I'm sure that if you've been into the affiliate marketing world recently, you know that Google doesn't like affiliates. On the other hand, Bing is not that strict about affiliates and their doings - yet. So, while it is still possible, people are taking advantage of that and are banking hard, and I will show you in a minute just how they are doing it and how you can do the exact same thing. **You can start making money instantly if you do it right - no jokes, no bullshit** - but I want you to keep calm and go through this Bing ads tutorial first before taking any further action.

## What You'll Learn

- **Why Bing is better than Google** - we are talking in terms of affiliate marketing.
- **How marketers are making easy money from Bing PPC Ads** - and how you will do the exact same thing, but even better.
- **How to choose a good product from ClickBank** - a product which will actually sell and make you some money.
- **How to setup your Bing PPC Ads** - target keywords, ad title, ad subtitle, negative keywords, etc, must all be perfect.

- **How to optimize your Bing PPC Ads** - increasing quality score, CTR, and removing ineffective keywords is of vital importance to the success of your campaign.

## Bing Vs Google

Now, I will not go into the entirety of this battle of the search engines, but instead, I'm going to talk only in terms of affiliate marketing. You see, Google doesn't like affiliates at all. So if you are an affiliate marketer, you probably already know that Google Ads will do nothing for you in terms of traffic.

However, that's not the case with Bing. **Microsoft's search engines is much more affiliate friendly** and even allows you to place affiliate links directly in your ads. Yes, that's right. You can simply get your promotion URL from ClickBank or whatever, and then you can create a Bing PPC ad using that affiliate link as target URL.

When people click on your ad in the search results, it will take them straight to the sales page of the product. If you have chosen a decent product with an outstanding copy, you will most probably start getting commissions right away. See how simple it is? And you have done nothing more than create a simple Bing Ad. That's it.

But let's start at the beginning.

## Examples of Marketers Making Easy Money From Bing Ads

Now I will show you what affiliate marketers are doing with Bing PPC ads. Basically, there are two "**types**" of pages marketers are driving traffic towards:

- **The sales page of some product** - this is the simpler and faster approach since it doesn't require you to setup a website of your own.
- **A squeeze page** - this is basically a page designed to capture a visitor's email in exchange for something you offer for free - PLR content, a free e-book which you wrote, free access to some useful tool, etc. A marketer can later promote numerous affiliate

offers to said list of emails and make a lot more cash. This method requires much more work and effort, but pays a lot more since, if you do it the right way, you will basically create a machine which will generate money for you on autopilot.

## Bing Ads Promoting an Affiliate Link

Let's do this together. Open up Bing and search for "**paleo diet food list**":

The screenshot shows Bing search results for "paleo diet food list". The main results area contains organic links. The sidebar on the right contains several advertisements. One ad, "Paleo Guide Plans" from paleodietplan.club, is circled in blue. Another ad, "8 Benefits of Paleo Diet" from DailyNaturalRemedies.com, is also visible. The "Paleo Guide Plans" ad mentions "Over 300 Paleo Recipes" and "Get your Free beginners Paleo meal plan today!".

Alright. So I scrolled a bit down to show you the sidebar ads. As you can see, they barely stand out from the organic links which means that people will click on them a lot. Bing also shows ads above the organic search results, but they didn't have what I was looking for.

Anyway, if you click the ad which I marked from the image above, you will be directed towards the "**The 30 Day Guide to the Paleo Diet Meal Plan**" sales page. This is what you will see if you scroll down to the bottom:

The screenshot shows the Primal Palate website. The navigation bar at the top includes links for Recipes, Specialty Diets, Collections, Blog, Videos, Store, myKitchen, Connect, search, Upload, and Login. The main content area is titled "FAQ:" and contains a list of questions and answers. A blue circle highlights a disclaimer at the bottom of the page, which states: "ClickBank is the retailer of this product. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 917 S. Lusk Street, Suite 200, Boise Idaho, 83706, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of this product or any claim, statement or opinion used in promotion of this product."

There you go. This is quite simply a product from ClickBank and this marketer is pointing their Bing PPC ad directly towards their affiliate link. If we go on ClickBank itself, we can easily find this product to verify this **"theory"**:

The screenshot shows the ClickBank Marketplace interface. At the top, there's a search bar with 'primal palate' entered. Below the search bar, there's a 'Results' section showing a list of products. The first product, '30 Day Guide To The Paleo Diet', is highlighted with a blue circle. To the left of the product list, there's a 'Filters' section with various attributes like Gravity, Avg \$/sale, and Initial \$/sale. To the right of the product list, there's a 'Sponsored Links' section with various affiliate offers. The product '30 Day Guide To The Paleo Diet' has a Gravity of 4.69, an Avg \$/sale of \$12.89, and an Initial \$/sale of \$0. It is categorized under 'Cooking, Food & Wine' and 'Special Diet'. The product description mentions 'The Paleo Diet Was The Hottest Diet Of 2013. And Continues To Grow. With Two Meal Plans, 185+ Recipes, Weekly Shopping Lists, And Online Support This Step-by-step Guide Is The Go-to Program For Paleo. You Cannot Find A Better Resource!'.

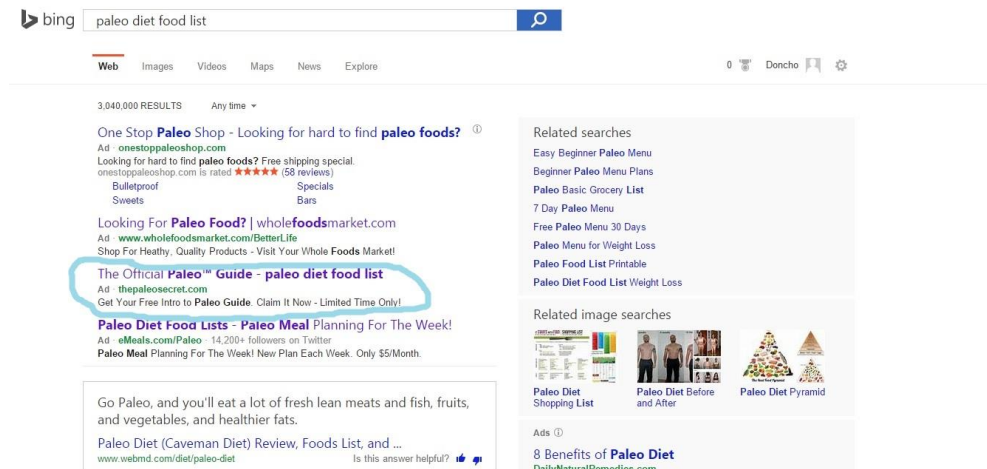
Product	Gravity	Avg \$/sale	Initial \$/sale
30 Day Guide To The Paleo Diet	4.69	\$12.89	\$0
Wild Diet & Fat-burning Chef By Abel James	5.49	\$25.71	\$0
Gluten Free Low Glycemic Cookbook	7.35	\$7.35	\$0

Guess what page I will be redirected to if I click on the title of the marked product? Yes, that's right. The same one as the Bing PPC ad redirected me to. Now, this product is not the best ("**Gravity**" is just 4.69), but it has made some recent sales as we see (you will learn more about the "**Gravity**" stat soon enough). You'd usually want to pick products with Gravity of around 20 or more, but more on that later.

So this was an example of the first **"type"** of page marketers are redirecting visitors towards. Just a simple affiliate link taken from a ClickBank product. You see how easy it is? All this marketer has done is choose a product to promote, get its affiliate link, and setup a Bing PPC ad to promote that link. There you go. Money. **You're making money out of thin air.**

## Bing Ads Promoting a Squeeze Page

Now let's reverse engineer the second type of link being promoted by a Bing pay-per-click ad - a squeeze page. Again, search for "**paleo diet food list**" in Bing and click on the following result from the ads section:



If you click on this ad you will be redirected to the following squeeze page:

## THE PALEO SECRET TO RAPID FAT LOSS

GET INSTANT ACCESS TO BOTH OF OUR FAT BURNING, MUST-READ PALEO GUIDES - 100% FREE!

If you're struggling to shed those final 20, 40 or 60+ pounds, we have a solution. Weight loss plateaus are NOT permanent. You CAN break through them (we'll show you how inside).

FOR FREE VIA THIS PAGE ONLY - CLAIM YOUR COPIES NOW!

**GET MY FREE GUIDES! →**

106,700 people like this. Be the first of your friends.

### HERE'S WHAT YOU'LL DISCOVER INSIDE:

**How to Burn Fat - Even If You've Reached a Stubborn Plateau**

The average Western diet is filled with toxins, sugars, empty carbs, refined oils, and chemicals that are killing us. These foods slow our metabolism to a halt and make fat loss near impossible. Paleo reverses this trend by focusing on pure, whole foods that boost metabolism naturally.

**Sara says:**

*I never struggled with weight until my thyroid had to be removed. It was difficult for me mentally and emotionally.\* "I would look in the mirror and saw a stranger... I see myself again, just stronger and..."*

See this big and beautiful **"Get My Free Guides"** button? Well, when you click it, a form will appear which will request your email address in exchange for these free guides. And later on, this marketer can send any affiliate link to the emails he has captured in his list and make some money.

Compared to the Bing PPC ad promoting an affiliate link directly, this approach is much more long-term and can make you a lot more money, but it needs more work on your part. I have shown you both ways, so my conscious is clear. **Now it is up to you to choose your path.**

# Making Money from Bing Ads and Affiliate Marketing

Because the complete setup of a squeeze page is a long, long process ([check out our quantum copywriting guide](#)), I will show you how you can do the first approach - with the direct promotion of your affiliate link. I will show you how you will pick a winning product from ClickBank and how you will create an eye-catching ad which will promote this CB product and make you some money. Here we go.

## Choosing a Great Product from ClickBank

I like the paleo diet, so this will be my niche. Now, let's find me an awesome product to promote. First thing you'll need to do is [register an account with ClickBank](#) (if you don't have one already), and then perform a search for the keyword **"paleo diet"** to see what comes up:

Displaying results 1-10 out of 61 (pg. 1 of 7)  
Results per page: 10

Sort results by: Gravity (Low to High / High to Low)

Product	Avg \$/sale	Gravity
Paleohacks Cookbook - Brand New Breakfast Cookbook Killing It! (view mobile) Highest Converting Paleo Cookbook By Far. Plus Brand New Breakfast Cookbook Blowing Up. 200+ Recipes! 75% Comms On Front End And Upsells - 90% For Super Affs! Get Banners, High Converting E-mail Swipe & Aff Updates At Http://www.paleorecipebook.com	\$15.25	95.91
Paleo Recipe Book - Brand New Paleo Cookbook Brand New Paleo Diet Cookbook With Over 370 Recipes. Pays 70% Commission On The High-quality, Easy To Sell Product. Get Banners And Promotional Material At Http://get.paleorecipebook.com/affiliates	\$22.02	66.31
The Next Big Paleo Offer New For 2015 With High Epc's (view mobile) Includes 470+ Recipes, A 10 Week Meal Plan And 2 Bonus Ebooks! Visitors Love The Engaging Video And Affiliates Love The High Conversion Rate And Low Refunds. 75% Commission. Http://paleogrubstbook.com/affiliate-program	\$28.97	50.66

Resources: Recently Removed

Reset Filters and Attributes

Filters: Gravity (0 to 100+), Avg \$/sale (\$0 to \$150+), Initial \$/sale (\$0 to \$100+), Avg Rebill Total (\$0 to \$200+), Avg %/sale (1% to 75%), Avg %rebill (1% to 75%)

Get Paid By Google Monthly  
We Set Up Everything for You!  
www.GetCashMonthly.com  
Avg Comm 75% | Promote Now

Hot New Survey Offer!  
Our top affs earn \$2+/click!  
www.TakeCashForSurveys.com  
Avg Comm 75% | Promote Now

\$39,014.56 in 7 Days. How?  
Free Download.  
www.AffiliateMillionaire.com  
Avg Comm 50% | Promote Now

New Affiliates Get \$100!  
International Traffic = \$\$\$  
www.RealTranslatorJobs.com  
Avg Comm 70% | Promote Now

First of all, I want you to note that I have sorted out the results by **"Gravity"**. I will say this in a simple and easy to understand way - the higher the **"Gravity"** of a product is, the more it has been selling recently. Please notice the word **recently**. Generally, you'd want the product you will be promoting to have a **"Gravity"** of 30 or more. Let's just leave it at that for now.



## ClickBank Product Stats Meaning

Okay. So far so good. I like the top 3 results from our little search for "**paleo diet**" products. The next thing I want to do is look at all of the products' stats:

- **Initial \$/sale** - the amount of money you will make when someone you refer buys the product. You are not going to easily get rich off of \$2 commissions.
- **Avg %/sale** - the commission you get. You want this to be in the 70% range.
- **Avg Rebill Total** - the amount of money you get from the recurring bill. Some products have a monthly, bi-monthly, quarterly, yearly, etc, bill if the user wants to continue using the product or get updates or whatever, and this is the amount of money you get from said rebill.
- **Avg %/rebill** - the commission you get from the rebill.
- **Gravity** - check out [this article](#) for full detailed info on ClickBank's "**Gravity**" statistic.

## The Contents of a Stunning Sales Page

All of the three products look good in all of these stats. So what will be the tie breaker? The sales page of course. Quite simply click on each of these products' titles and look at the page you get redirected to. Here's what you want to see on each page:

- **A stunning copy** - even though you are aware that you will not be buying this product, you'd still want to end up getting interested in it after reading the sales page. Yes, read the whole page from top to bottom - don't just scan.
- **A lot of niche relevant keywords** - you want to see a lot of keywords related to your niche which will help improve Bing Ads "**quality score**" - if you don't know what that is, [divert your attention here](#).
- **Nice graphics** - for example, if the landing page is going to be selling a book product, you'd want to see some nice graphics of the digital cover of the book or maybe even some video. People love a visual representation - remember that.
- **Value** - now, you most probably won't read the paleo book yourself, but you still want to get an idea of what is being offered. If it sounds good to you, then go with it. Oh, and this is why **I always recommend picking a niche you care about** and have done some research on, because otherwise, you cannot easily calculate the value of a product.

## Finally Choosing a ClickBank Product to Promote

Do not spare time on this part. You want to pick the best possible one. For our small example here I will pick the third product (in the green boundary), because its gravity is at a sweet spot (keep in mind that a very high gravity means higher competition and that's not good for someone without a budget) and I really like the sales page, especially the video.

Also, I like the fact that they are **using the year angle**, which is something that people like a lot. People want to know that a certain product is new and is working for the current year, not for the year before. The copy is really good as well and uses the buy now get free bonuses strategy which I like a lot. There is also a double no questions asked money back guarantee which is of vital importance. **The simple words creating the money back guarantee can skyrocket the conversion rates** and plus, you know, there aren't many books that offer money back guarantees so that's exclusiveness right there.

I also like the fact that the sales page is not overpopulated with text. I mean content is a must, but some product creators go way too hardcore with that. This is just spot on for me. Straight to the point with the most important niche keywords included, so I can really see that this product's creator knows what they are doing.

The final thing which sold it for me was the fact that **it got me interested**. I know what the paleo diet is and I am actually on it very often to cleanse my body of the bullshit foods we eat nowadays, so I know what this product is and I like it. Also, I'm pretty sure that if you contact a product's creator and explain them that you will be promoting their product, they would be inclined to give you a review copy. But that's a whole other topic.

In the end, we have our product - **The Paleo Grubs Book**. Actually, I just refreshed the marketplace on ClickBank and the **"Gravity"** of the product has gone up about 3 points which means that people have made some money from it just as I am writing this Bing PPC ads tutorial. Take it easy and control your emotions.

## Setting Up Your Bing PPC Ad

Okay then. We have chosen an amazing product to sell and we have gotten our affiliate link from ClickBank. Now it's time to create the Bing ad to promote said link. First of all you will need a [Bing ads account](#), so go ahead and create yours. Now, before we setup the ad itself, I



want you to create a brand new empty text file, name it "**bing ad paleo diet keywords.txt**" and prepare yourself for...

## Keyword Research for Bing PPC Ads

I probably say this in every article I write, but I will say it again - **think of keywords research as the stem cell from your your future success depends on**. If you create a weak cell, you will most probably never get to the top of the mountain, but if you get this one right, you will make it rain for sure.

Now, there are a billion different ways to perform keywords research for Bing ads and I will not go through all of them logically, **but I will tell you how we do it**, which is what I think is the best way. Here we go.

The first thing you want to do is to go to [Google's Keyword Planner](#) and get some keyword ideas. Yes, Google's Keyword Planner - there's no mistake here. So just go there and get some ideas for the keyword "**paleo diet**". Now, I want you to look through the "**Keyword ideas**" tab, but do not take into consideration anything besides the keyword itself. Just find the ones that sound relevant to the product we chose in the section above and add them to the new text file you created.

Just for reference, from the keywords I see, I chose the following:

### [AdWords Keyword Planner Paleo Diet Keywords](#)

And yes, I went through all of them and so should you. Now, when you are adding target keywords I want you to keep in mind the following things and ask yourself the following questions:

- **Imagine** the entire process going on in the mind of the person who will be searching for that keyword in Bing.
- Try and **visualize** the mindset of people who would search for such a keyword.
- You are trying to get **laser-targeted traffic**.
- Remember that you are **paying for clicks, not impressions**.
- You want to ignore keywords containing the word "**free**", because we are selling a product, not offering something for free like a squeeze page would.
- Would a person searching for that keyword be **inclined to buy** something?

- Is the keyword really **relevant** to the sales page your ad will be redirecting people to?
- Is this keyword something that a person would search for if they want to find the information provided by the product we chose?
- Isn't this keyword something a person would search for if they were looking for some **quick free info** on the subject?

Alright. So far so good. We have our keywords from Google's Keyword Planner. Now, let's turn to [Bing's Research Keywords tool](#) and again search for the keyword "**paleo diet**" (increase the amount of relevant keywords shown to 60):

Advanced targeting options:  
English, United States, Desktops and Laptops, 30 suggestions per keyword. Show brand names

**Search**

**Keywords**

Keywords	Last Month Searches	Imp.	Clicks	CTR (%)	Avg. CPC	Spend
paleo diet	26,109	124,345	9,576	7.70	0.22	2,082.70
paleo diet food list	10,544	54,335	5,262	9.68	0.15	798.21
paleo	6,987	8,267	481	5.82	0.21	100.20
paleo diet foods	102	229	22	9.61	0.46	10.02
paleo diet guidelines	80	99	8	8.08	0.15	1.20
paleo diet meal plan	197	726	41	5.65	0.24	10.00
diet paleo	18	55	7	12.73	0.17	1.22
paleo diet plans	25	79	5	6.33	0.27	1.34

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Again, the same logic is applied here when choosing the keywords, but this time, these additional points must be kept in mind:

- Look for keywords with high CTR.
- Look for keywords with lower Avg. CPC
- Look for keywords with higher amounts of monthly searches.

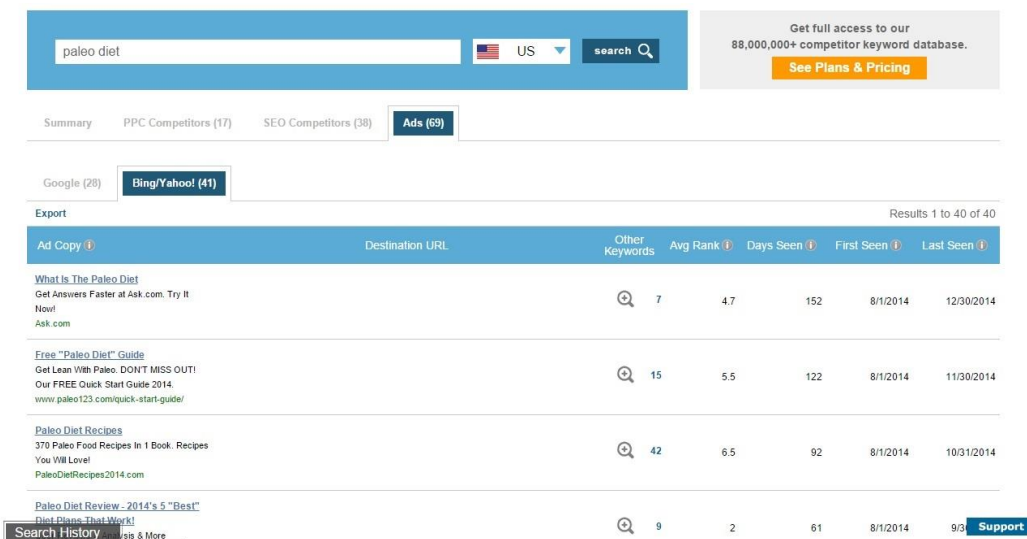
Here are the keywords I chose from Bing's Research Keywords tool:

### [Bing Research Keywords Tool Paleo Diet Keywords](#)

As you can see, Bing doesn't have the amount of search volume provided by Google, but it is on the rise and that also makes its ads much cheaper and much more less competitive. **It's a huge opportunity if people actually put some time and thought into it.**

Anyway, we now have our target keywords. Just combine both files, remove duplicates, and then add all keywords to the original file you created - **"bing ad paleo diet keywords.txt"**. That's it. You now have your foundation. However, there's one more thing we need to do before we start setting up our Bing PPC ad and that's competitors research. You didn't think we would overlook this now did you?

Okay. Go to [iSpionage](#), search for **"paleo diet"**, switch to the **"Ads"** tab, and then switch to the **"Bing/Yahoo!"** tab:



Ad Copy	Destination URL	Other Keywords	Avg Rank	Days Seen	First Seen	Last Seen
<a href="#">What Is The Paleo Diet?</a> Get Answers Faster at Ask.com. Try It Now! Ask.com		7	4.7	152	8/1/2014	12/30/2014
<a href="#">Free "Paleo Diet" Guide</a> Get Lean With Paleo. DON'T MISS OUT! Our FREE Quick Start Guide 2014. www.paleo123.com/quick-start-guide/		15	5.5	122	8/1/2014	11/30/2014
<a href="#">Paleo Diet Recipes</a> 370 Paleo Food Recipes In 1 Book. Recipes You Will Love! PaleoDietRecipes2014.com		42	6.5	92	8/1/2014	10/31/2014
<a href="#">Paleo Diet Review - 2014's 5 "Best" Diet Plans That Work!</a> Search History Jobs & More		9	2	61	8/1/2014	9/31/2014

Basically, these are Bing ads by other people targeting the same niche. You can see the heading, the link, the sub-heading, and many other things. But, among the most useful ones are the **"Days Seen"** and the **"Other Keywords"** columns. Now, the database of [iSpionage](#) probably updates only so often, so the data in the **"Days Seen"** and **"Last Seen"** might not be 100% accurate, but it is still a great indicator. For instance, we see that the first ad was run for at least 152 days which means that this person was making money from it. Otherwise, why would you run an ad you are losing money from for half a year right?

Now, what we came for here is actually some more target keywords. Quite simply click on each of the **"Other Keywords"** icons and look for some more keyword ideas to add to your list. I chose the following:

### [iSpionage Paleo Diet Keywords](#)

Now add these to the **"bing ad paleo diet keywords.txt"** file and remove duplicates again. On a side note here, I just want to say that [iSpionage](#) is just an amazing tool which can benefit you

greatly and make you a lot of money. It helps you a lot with your PPC advertising campaigns, and even has a free version. However, keep in mind that the free version shows only so many competitor ads and keywords. For its full potential and benefits, I'd suggest you subscribe to an [iSpionage](#) which matches your needs.

And with that little motivational speech, we put an end to the Bing PPC ad keywords research section. Now, it is time to setup the actual ad and make some money from it.

## Setting Up Profitable Bing Ads

It has finally come to this. Open up your Bing Ads account and create a new ad campaign. Before you go any further, I want you to do something with the **"bing ad paleo diet keywords.txt"** file. I want you to open it up and enclose each keyword in square brackets i.e. "[" and "]", so the end file would look like this:

### Bing Ad Paleo Diet Keywords

Why? Because that way we are telling Bing that we want our ad to show up only to people who searched for these exact keywords and not any of their partial matches or whatever. Alright? Very important stuff here. Anyway, a Bing campaign has 3 main sections, so I will configure each one of them and show you my results and pointers.

## The Campaign Settings Section

Now move back to your new campaign and check out how I filled out the **"Campaign settings"** section:

The screenshot shows the 'Create a campaign' interface for Bing Ads. The 'Campaign settings' section is expanded, showing the following configuration:

- Campaign name:** Paleo Orbits Book - ClickBank (100 characters remaining)
- Time zone:** (GMT-07:00) Arizona
- Campaign budget:** 10.00, Daily (USD)
- Daily budget options:** ☒ Standard (spend your budget evenly through the day), ☐ Accelerated (spend your budget as quickly as possible)
- Ad language:** English
- Locations:** ☒ All available countries/regions, ☐ Canada, United States, ☐ United States, ☒ Selected cities, states/provinces, countries/regions, and postal codes
- Targeted locations:** United States (country/region), Bid adjustment: 0% (Increase by, Decrease by, or No adjustment)
- Advanced search:** ☒ Show ads to people in, searching for, or viewing pages about your targeted location; ☐ Show ads to people in your targeted location; ☐ Show ads to people searching for or viewing pages about your targeted location

Things I want to point out:

- **Campaign name** - always use some sort of a convention for your ad campaign names otherwise, you will get to a point where chaos overtakes your Bing Ads account and you don't want that. For instance, we are promoting the ClickBank product "**Paleo Grubs Book**" and this is why I gave this ad campaign this name.
- **Campaign budget** - this is where you personalize your ad. I don't know what your budget is and you are going to have to do some math here in order to come up with a good and fair number. Keep in mind that the first few days of the campaign will be used to test out keywords and optimize the campaign as a whole so don't go crazy with the initial budget. Once you have only gold nuggets left as keywords, you can go crazy with the daily budget. As for the daily budget options, I would always select "**Standard**" because I enjoy the nature of drip feed.
- **Locations** - as I said earlier, you want laser-targeted traffic, so only target countries you are actually interested in.
- **Advanced location options** - again, same principle as in the one above. We want laser-targeted traffic, so our ads are to be shown only to our target locations.

Alright. The general settings of our Bing PPC ad have been setup, so it's time to do some copywriting.

## The Create An Ad Section

**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.](#)

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

Ad type	Text ad	
Ad title	2015 Best Paleo Cookbook	1 characters remaining
Ad text	Over 470 easy-to-cook paleo recipes and a free 10 week meal plan	0 characters remaining
Display URL	http://paleogrubsbook.com/	9 characters remaining
Destination URL	http://15c8aig9pewyfs0moehtugx374.hop.clickbank.net/	972 characters remaining

**Side ad:**

2015 Best Paleo Cookbook  
<http://paleogrubsbook.com/>  
Over 470 easy-to-cook paleo recipes and a free 10 week paleo meal plan!

**Mainline ad:**

2015 Best Paleo Cookbook | [paleogrubsbook.com](http://paleogrubsbook.com/)  
<http://paleogrubsbook.com/>  
Over 470 easy-to-cook paleo recipes and a free 10 week paleo meal plan!

First of all, always use a "**Text ad**". As for the content of the ad, you are pretty limited when it comes to characters, but you can still come up with enough engaging words. I just wrote these in a few seconds after looking at the sales page of the "**Paleo Grubs Book**" again. Don't worry, this doesn't have to be the final or only version of your ad, but more on that in a minute.

As I mentioned in the beginning, most of the Bing ads I have seen have really bad ad content, so if you come up with something creative and eye-catching, you will get much higher CTR and overall ad performance. This applies to both the "**Ad title**" and the "**Ad text**".

The "**Display URL**" is not the actual link which you are promoting, but just the words that represent it. Think of this as an anchor text if you will. Also, notice how it shows up beside the "**Ad title**" right after the "|" separator. So instead of a link, you can write the name of the book itself i.e. "**Paleo Grubs Book**" or "**PaleoGrubsBook.com**".

And finally, we have the "**Destination URL**" which in our case, is quite simply the affiliate link from ClickBank.

## The Choose Your Keywords Section

In the end, the only thing left to do is to add our target keywords:

The screenshot shows the 'Choose your keywords' interface. On the left is a large text area for pasting keywords. On the right is a table of selected keywords. The table has columns for 'Keyword', 'Type', and 'Bid (USD)'. Each row includes a checkbox, the keyword text, a dropdown for the match type (all are set to 'Exact'), the bid amount, and a dropdown for the bid strategy (all are set to 'First page bid').

	Keyword	Type	Bid (USD)
<input checked="" type="checkbox"/>	paleo diet	Exact	0.22 First page bid - 0.22
<input checked="" type="checkbox"/>	paleo diet food list	Exact	0.21 First page bid - 0.21
<input checked="" type="checkbox"/>	paleo	Exact	0.18 First page bid - 0.18
<input checked="" type="checkbox"/>	paleo food list	Exact	0.34 First page bid - 0.34
<input checked="" type="checkbox"/>	paleo diet meal plan	Exact	0.29 First page bid - 0.29
<input checked="" type="checkbox"/>	eat paleo diet	Exact	0.27 First page bid - 0.27
<input checked="" type="checkbox"/>	paleo diet grocery list	Exact	1.63 First page bid - 1.63
<input checked="" type="checkbox"/>	grocery list paleo diet	Exact	0.97 First page bid - 0.97
<input checked="" type="checkbox"/>	how to paleo diet	Exact	0.22 First page bid - 0.22

You quite simply paste the contents of the "**bing ad paleo diet keywords.txt**" file into the field on the left and then you click the "**Add**" button. As you can see, all the keywords are added to the table on the right with the "**Type**" being set to "**Exact**" thanks to the square brackets we added earlier.

Before you go on and click "**Save**", you want to take one last look at your keywords which now have CPC stats showing up. Look through all of them and go by your intuition, experience, and budget. If you see some keyword which is too long-tail, but still costs close to a \$1 per click, you'd most probably want to remove it.



Perform one final review of your Bing ad and when you are certain everything is perfect, click the **"Save"** button. You probably think you are done at this point, but you are wrong. There's just a little before we finish with the setup of the Bing ad. Once you click the **"Save"** button you will see the following screen:

Bids, targeting and advanced settings

Set bids

Search network bid (USD) 0.33

Content network bid (USD)

Targeting options

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

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

This option only applies to websites in certain locations. Learn more

Content network (content ads in Windows, Windows Phone, and Windows Media apps)

This option is only available for customers in the United States. 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?

Optimize for clicks - include ads with the most clicks

Rotate ads more evenly - include all ads, even those with a lower CTR

The first thing you want to tweak here is the **"Search network bid"** setting. This is the maximum amount of money you are inclined to pay for a click. Start low, because as I told you, you want to test these keywords out at first and then optimize your ad campaign. I think 3 clicks for a dollar is fair enough. Just do some math.

The product we chose from ClickBank gives us, on average, \$29 per sale. Let's round it up to \$30 to make an easier estimation. Now, we pay around \$0.33 per click which means that we will be getting around 90 clicks for \$30. So, if the sales page of the **"Paleo Grubs Book"** converts at just 1%, we will break even. If it goes higher, as it should, at say 5%, we will be getting around 500% ROI. Not too shabby huh?

The **"Ad distribution"** setting allows you to target certain search engines. I select the option you see from the image above, but you can tweak as you like. Then you have a few more self-explanatory options and the **"Ad rotation"** setting at the end. This one will be helpful to us in the next section where we will be split testing our Bing ad. So, leave it as it is for now and click the **"Save"** button.

Congratulations! Your Bing PPC ad is finally alive. If you have done a good job through all the steps I took you through, you will start seeing sales soon enough. But, our little Bing adventure is not over yet. We still have one more thing to take care of - **ad optimization**.

# Optimizing Your Bing Ad

First of all, split testing. If you have the budget, you always want to be split testing your ad content. Change up the ad title, the ad text, the display URL to find the best possible combination.

## Split Testing Bing Ads

After you have created your Bing ad, you can simply go to your campaign i.e. **"Paleo Grubs Book - ClickBank"**, then go to the default Ad Group (one is created for you automatically), and then click on the **"Ads"** tab:

All Campaigns

This month: 8/1/2015 - 8/25/2015

Campaigns

Ad Groups

Settings

Ads

Keywords

Ad Extensions

Product Targets

Change History

Dimensions

Create ad

Edit

Automate

Export

All ads

Columns

Filters

	Ad	Campaign	Ad group	Delivery	Clicks	Impr.	CTR	Avg. CPC	Spend	Avg. pos.
<div><div></div><div></div></div>	<div><div>2015 Best Paleo Cookbook</div><div>http://paleogrubsbook.com</div><div>Over 470 easy-to-cook paleo recipes and a free 10 week paleo meal plan!</div></div>	Paleo Grubs Book - ClickBank	Ad group #1	<div><div></div><div>Campaign paused</div></div>	0	0	0.00%	0.00	0.00	0.00
	Search total				0	0	0.00%	0.00	0.00	0.00
	Content total				0	0	0.00%	0.00	0.00	0.00
	Deleted items total				0	0	0.00%	0.00	0.00	0.00
	Overall total - 1 ads				0	0	0.00%	0.00	0.00	0.00

Show rows: 200

Only clicks are MRC accredited.

Okay. Here is the ad we created a minute ago. Now, you can simply click on the **"Create ad"** button and create a brand new ad with different content. After that, you want to click on the **"Ad Groups"** tab, then click on the title of the default **"Ad group #1"**, and then click on the **"Settings"** tab:

Status: Enabled • Ad group search bid (USD): 0.33 • Ad distribution: Search network • Campaign settings overview: None

Settings • Ads • Keywords • Ad Extensions • Product Targets • Change History • Dimensions

### Ad group settings

Ad group name:  (17 characters remaining)

Ad language:  What language do your customers speak?

Locations:  Selected cities, states/provinces, countries/regions, and postal codes. Edit  
This ad group uses the campaign setting for Locations.

Targeted locations:  Bid adjustment:  Show rows: 20 ▼

Advanced location options: Show ads to people in your targeted location

### Set bids

Search network bid (USD):

Content network bid (USD):

### Targeting options

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

### Advanced settings

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

Bidding 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?

Ad rotation: ☒ Which ads do you want to show?  
☐ Optimize for clicks – Include ads with the most clicks  
☐ Rotate ads more evenly – Include all ads, even those with a lower CTR

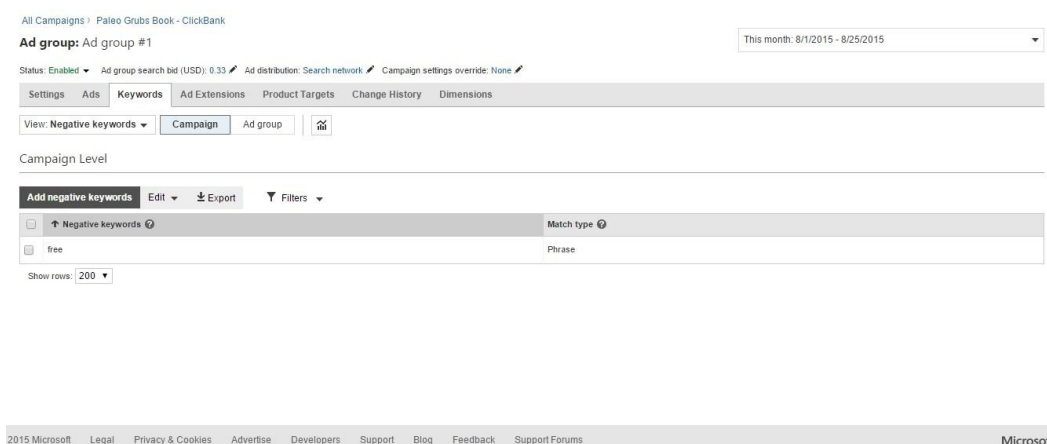
Save Cancel

Look at the bottom for the **"Ad rotation"** setting and select the **"Rotate ads more evenly"** option. You want to give both ads a fighting chance and then decide which one is the best. After some time (decide intuitively), you will check the stats for both Bing ads, and pause or delete the one that is inferior, leaving you with the better ad. Again, if you have the budget, you keep on doing that until your CTR becomes godlike.

## Negative Keywords

Now, if you have done your keywords research the way I showed you, you will most probably never need to deal with negative keywords. However, if you just went to the AdWords Keyword Planner and added all of the keyword ideas from there and did the same thing for Bing's Research Keywords tool and for [iSpionage](#), you will need to exercise some negative keywords skills.

For instance, a lot of the keywords I saw as ideas from all these tools contained the phrase **"free"** which is something we do not want. After all, we are selling a product, not giving something for free. So, the whole idea of negative keywords is exactly that - to not show your ads to people whose search term includes the negative keywords:



So from the picture above, you can see that I have added the phrase **"free"** as our negative keyword meaning that this ad will not be shown to people whose search terms include the word **"free"**. And that's pretty much everything there is to negative keywords.

## Optimizing Your Bing Ad Keywords

After few days pass by and your ad campaign starts gathering some statistics, you will want to go and check them out. Go to your ad campaign, select your ad group, and go to the **"Keywords"** tab. Now when it comes to Bing, there are 3 main columns you want to look out for:

- **CTR**
- **Bid**
- **Quality score**

By default, you will not see the quality score column, but you can easily add it via the **"Modify columns"** option. I think it's pretty clear why CTR must be high for your keywords. Now, when it comes to the bid, Bing automatically adjusts a default value for all of your keywords, but keep in mind that you can still manually set your own bids for each of the keywords and your ads still might show up at the top of first page.

In order for this to happen, you must have a pretty nice quality score for that keyword. This will basically tell Bing that your ad is great and is extremely relevant to people's searches. This is where this laser-targeting I have been talking about comes in handy. You don't want people to search for the word **"fitness"** and have your ad show up. You want laser-targeted traffic.

Anyway, you just go through all of your keywords and look at the stats. Just look at them and do some math in your mind. If you think that a certain keyword is costing you too much money, or has too low CTR, or the quality score is just not good enough, simply pause or delete it. Perform this process over and over again and your Bing ad will start performing better and better.

With that said, we put an end to the Bing ads optimization section. Just keep in mind that you will be performing this process for as long as your ads are running - that is, if you want them to have **an extremely good ROI**. Your choice.

## Summary

So you see, Bing is the land of opportunity right now, but many people are neglecting it, because they are just too used to old strategies. Google has become a habit in people's minds and most cannot see at the rest of the digital world.

Bottom line is, you should now have a pretty good idea of how you can **quickly start making money from Bing pay-per-click ads** and affiliate marketing. You saw that it's not that hard and that anyone can do it. Just remember that the more time and effort you invest into this money making strategy, the better the results will be.