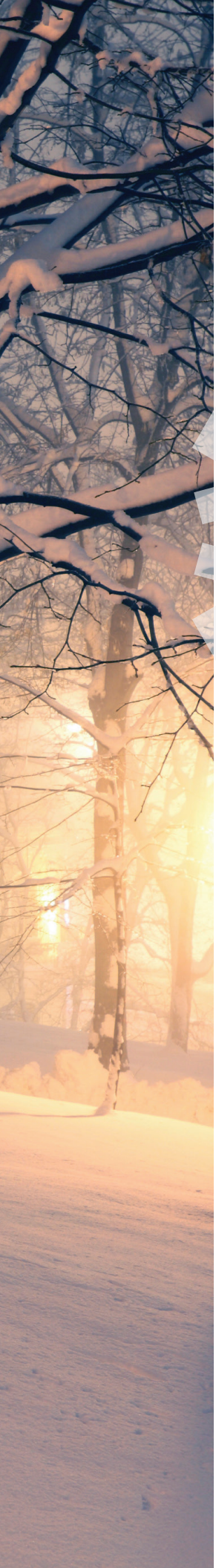

bing

Holiday zen and the art of planning

Calm holiday chaos with your **Bing Ads checklist**

Bing Ads is bringing zen to your holiday season with this go-to checklist. Organized by major tasks and dates leading up to and including the hottest shopping days of the year, use this checklist for smarter planning this holiday season. Boost your inner peace and your clients' outer profits.

First things first — streamline accounts for the holidays

- ☐ Create separate accounts for each of your clients. This makes it easier to update and track performance.
- ☐ Import holiday campaigns you've already set up for your clients in AdWords by using the Google Import tool.
- ☐ Evaluate campaign budgets and give them a cushion to account for increased search volume.
- ☐ Ensure each clients' campaign targets their ideal holiday audience.
- ☐ Prepare for your clients' specific ads for Black Friday and Cyber Monday sales.
- ☐ Set up daily or weekly reports to be sent to your email to keep on top of performance.

Throughout the holiday season

Think like a shopper – provide a seamless shopping experience and consider for your clients:

- ☐ In-store pickup offerings
- ☐ Ship-from-store programs
- ☐ Inventory visibility and connectedness across channels

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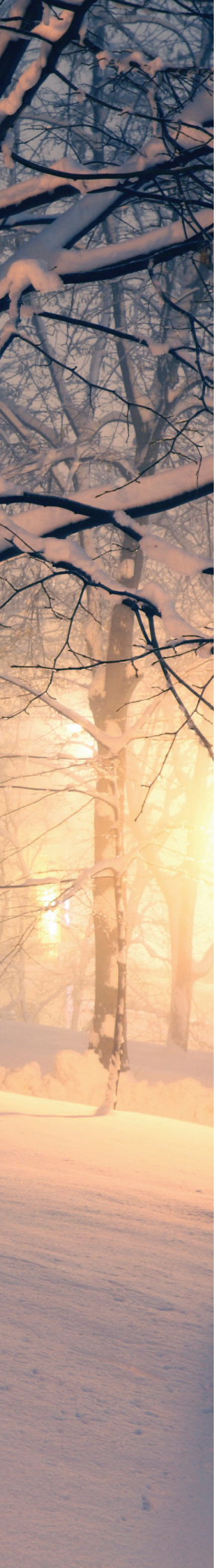


Start planning now to calm holiday chaos

- ☐ **Resolve any existing conflicts**

  Check in Bing Ads for editorial rejections, negative keyword conflicts and budget limitations.

- ☐ **Update ad copy**

  Write clear copy that includes a strong call to action and a sense of urgency.

- ☐ **Enable Sitelink Extensions**

  Make sure you have Sitelink Extensions selected across all campaigns/ad groups so shoppers have deep links to find exactly what they're looking for.

- ☐ **Use Call Extensions**

  A displayed phone number means customers can call your clients' businesses on the spot.

- ☐ **Use App Extensions**

  If your clients' have an app, promote them to increase downloads and drive customer engagement.

- ☐ **Set up Bing Shopping Campaigns**

  Start building your clients' feed now so more holiday shoppers see their ads.

- ☐ **Start planning your mobile strategy**

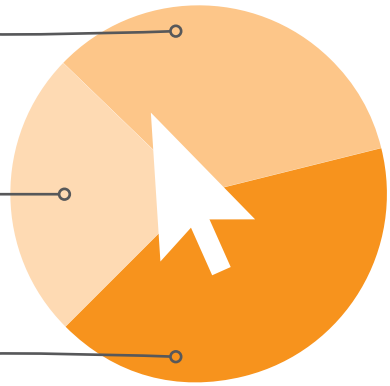
  Give users a mobile-friendly destination and target your clients' mobile audience with device-specific mobile ads and extensions.

10% of last year's holiday-related clicks powered by Bing fell on three days:[1]

Cyber Monday - **41.6%**

Thanksgiving - **24.7%**

Black Friday - **33.7%**



1. Microsoft internal data, 2014.

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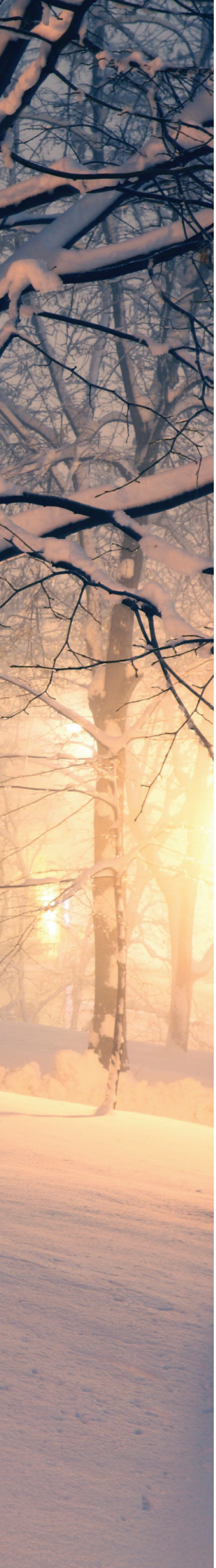


The next 30 days — November is go time

- [ ] **Maximize keyword coverage**

  Run relevant keywords that worked last holiday season and launch new terms to cover additional products and generic holiday keywords.

- [ ] **Refresh ad copy and Sitelink Extensions**

  Include dynamic ads and holiday promotions/sales as applicable to increase CTR. Highlight incentives and discounts with phrases like "20% off holiday sale" and "free shipping."

- [ ] **Increase keyword bids**

  As seasonal interest increases, lift bids to stay competitive in the auction and to raise average position to the top. Searches peak on Black Friday and Cyber Monday, so set budgets and bids to be strong during those times. Not sure how much to bid? Check Bing Ads bid suggestions on the Keywords tab.

- [ ] **Run top terms on broad match**

  Capture incremental search volume by running keywords in broad match in addition to exact and phrase match.

- [ ] **Make sure to update website information regularly**

  Call out shipping dates, times and last shipping date before Christmas and have product gift pages to reflect inventory available for local pick up once last shipping dates have passed.

2015 key shopping dates:

Halloween — **10/31**

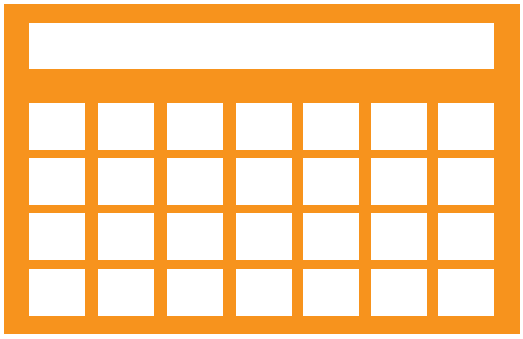
Black Friday — **11/27**

Cyber Monday — **11/30**

Green Monday — **12/14**

Last ship date — **12/17**

Post-holiday sales — **12/27**



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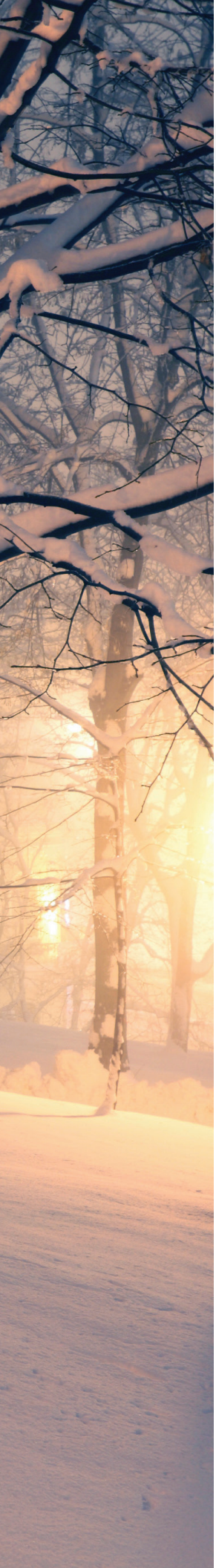

December — tips for less chaos and more prosperity

- ☐ Bid up on the hottest shopping days (December 1-16).
- ☐ Adjust ad copy to create a sense of urgency (e.g. "Order now for delivery by Christmas" and "3 days left for free shipping").
- ☐ Focus on time-of-day and demographic targeting by setting Advanced Targeting options.
- ☐ Set advanced location options to show ads to people in your clients' targeted location(s).
- ☐ Promote gift cards for those shoppers who don't know exactly what to gift someone.

Last-minute adjustments to capture last-minute shoppers

- ☐ Highlight offers and deals to capture "webrooming" shoppers.
- ☐ Sharpen keywords to deliver on "showrooming" searchers.
- ☐ Highlight incentives in your ad copy such as "free shipping," "free wrapping" and "in-store pick up."

One more push — there's still time even after most gifts are given

- ☐ Update one more time after the holiday rush when post-holiday sales and returns are in full swing.
- ☐ Keep campaigns fully funded through December to catch post-Christmas shoppers redeeming gift cards.