Your Bing Ads agency back-to-school checklist

Help your clients reach shoppers who are predicted to spend roughly $70 billion[1] during the second largest retail season of the year. Follow these steps to success and become head of the class over the competition.

☐ Streamline accounts

- Create separate accounts for each of your clients to make it easier to update and track performance.
- Import campaigns already created in Google AdWords with the Google Import tool.
- Use the Bing Ads API to manage large volumes of transactions on accounts, campaigns, ad groups, keywords and ads.

☐ Begin early, test often — ad copy 101

- Update ad copy to create clear messages that have a strong call to action to capture back-to-school searchers.
- Searches peak in July. Begin running ads in June and regularly review search result relevance by using the Ad Preview and Diagnostics Tool.
- Take advantage of shoppers' generic search terms such as "back-to-school," "back-to-college" and "school supplies." Further define keywords by the product or service your clients are offering, such as "backpack," "laptop" and "textbooks."
- Highlight incentives and discounts such as "free shipping" and "20% off for back-to-school shoppers." Include shipping and timing information in your clients' ad copy to attract more sales.
- If you're not already, try using a daily accelerated budget to test your account potential during peak search periods. Budget is spent as quickly as clicks occur, so make sure there's a high enough budget to cover relevant clicks.
- Expand your clients' keyword lists by using the Opportunities Page to get new suggested keywords.

Back-to-school shoppers spent **$68 billion** in 2015[2]

63% was spent on back-to-college **37%** was spent on K-12[2]

63% of shoppers start three weeks to two months before school starts[3]

☐ Capture the mobile moments

- Create separate ad copy for smartphone searches. Ensure your clients' most important website content will be seen easily on a mobile device. Test copy once it's adjusted.
- Coupons and comparing prices are the top reasons mobile moms use their phone for back-to-school shopping. Be sure mobile coupons are easy to find and to redeem.
- Mobile cost per click is highest in August across categories. Take advantage of lower costs in mid-June and mid-July.
- If you want to bid higher for mobile traffic, use bid adjustments to boost or reduce smartphone bids.

67% of students search for apparel on a mobile device[4]

Features to boost performance of your back-to-school campaigns

Location Extensions drive more in-store traffic. Add a directions link to make it even easier for customers to find your client's business.

Call Extensions connect shoppers instantly. Display a clickable phone number to initiate the conversation.

Sitelink Extensions add multiple links to ads so searchers can go directly to pages they're interested in, offering a 23-35% higher click-through rate on average.[5]

Enhanced Sitelinks have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.[6]

App Extensions increase user engagement and drive more sales.

Agency-specific tools bring out the best in your client relationships

Accounts Summary page makes comparing and editing multiple accounts more efficient, saving you time by displaying account-level information in one location. You can quickly identify what performance and budget improvements would be most effective.

Bulk-editing capabilities save you time. Now you can make across-the-board changes to match types for keywords, bids for keywords and ad groups, budgets for campaigns and text changes for ads.

Universal Event Tracking makes it easy to track conversion goals for your campaigns. It shows how much time is spent on the advertiser's site, the number of pages visited and which keywords better lead to conversions. It also calculates cost per acquisition, which assists you to better plan future campaigns.

Bing Shopping Campaigns showcase products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

Auction Insights help you monitor and compare campaign performance against competitors. Manage your budget more effectively by checking in on other advertisers.

1. National Retail Federation Economic Forecast, 2016. 2. National Retail Federation Back-to-School Survey, 2015. 3. National Retail Federation, Monthly Consumer Survey, July 2015. 4. Microsoft internal data, June 14 – October 17, 2015, searches by device. 5. Microsoft internal data, 2014. 6. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.

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