



 Bing

 Microsoft

Your back-to-school campaign syllabus

COURSE DESCRIPTION:

Discover how you can be there for your client and their customers with this guide and help from Bing Ads.

PREREQUISITES:

A Bing Ads account and a desire to increase client profitability.

OBJECTIVES:

- Get to know back-to-school shoppers
- Increase engagement and conversions
- Optimize your campaigns

Be there for students

Thanks to the large generation of millennials who are now parents of school-age children, more families have kids in school than ever before. With Bing Ads demographic targeting, you can choose which age group and gender you want your campaigns to reach.

35.4

million enrolled in public pre K–8 schools¹



15

million in public high school, grades 9–12¹



11.7

million U.S. female college and university students¹



8.8

million U.S. male college and university students¹



5.2

million private elementary and secondary students¹



Think beyond books and backpacks

When it comes to school supplies, things like books, journals and backpacks come to mind. But our trends show that back-to-school shoppers are also searching for high-ticket items.

Compared with Google, Bing Network searchers are:

67% more likely to have spent \$10,000 or more online on computer equipment in the last 6 months.²

60% more likely to have spent \$2,500 to \$4,999 online on personal electronics in the last 6 months.²

16% more likely to have spent \$200 to \$499 on bed and bath products online in the last 6 months.²

13% more likely to have spent \$7,500 to \$9,999 on retail/apparel online in the last 6 months.²

Enjoy these extracurricular activities



Pitch to win tickets to Advertising Week in New York

Post a creative 60-second video showing how you'd pitch the value of Bing to earn your clients' back-to-school advertising business. Share across your social channels and include #BingPartner and #PitchtoWinContest for a chance to win a full conference pass to Advertising Week in NYC! Get all the details at: <https://aka.ms/pitchtowin>.



Watch our back-to-school webcast

Ace back-to-school sales by tuning in to our FREE webcast: Disruptive Marketing to Generation X, Y and Z on demand at:

<https://aka.ms/backtoschoolwebcast>.



Want free SEM tutoring?

Contact your Bing Ads Sales Team today. They'll walk you through the best ways to implement action items into your campaigns. Call 1 877 635 3561, Monday-Friday 6 a.m. to 6 p.m. PT or Saturday 8 a.m to 6 p.m. PT.

Your back-to-school cheat sheet

Simple actions can make a huge impact on your clients' campaigns.

Make the most of every campaign.

- Plan campaigns for July 1 through October 6.
- Note that school start dates vary by district. Geo-targeted bid boosting helps.
- Budget for PC/tablet and mobile traffic during high CPC periods.
- Bid on your own and your competitors' brand terms.
- Showcase up to 10 products or brands using Structured Snippet Extensions.

Optimize your keywords, ads and bids.

- Reengage and convert return site visitors through remarketing.
- Test ad copy variations and ad extension combinations.
- Set bids in anticipation of increased seasonal competition.
- Apply bid boosting to take advantage of key audiences.
- Set up Automated Rules for simplified campaign management.
- Create mobile-optimized Expanded Text Ads or import from Google.

Optimize Bing Shopping Campaigns.

- Test and analyze different images of the same product.
- Refresh your clients' product feed daily.
- Populate feeds with as many recommended attributes as possible.
- Differentiate product titles with SKUs and unique identifiers.
- Include specific brands, product types or individual products that align with your business goals.



¹Source: National Center for Education Statistics, Back to school statistics, 2016.

²comScore Plan Metrix, U.S., June 2016, custom measure created using comScore indices and duplication. Bing Network represents unduplicated visitors to Bing Web, Yahoo U.S. Web Search and AOL.com Web Search. Yahoo U.S. Web Search is at least 50% powered by Bing. June data was used to reflect the back to school season.