



HOLIDAY 2016

Your Bing Ads Planning Guide





MAKE IT SNOW

If dollars were snowflakes, you'd be in for a blizzard.

Did you know that 40% of holiday shoppers begin searching and purchasing before November?¹ Optimize your small business holiday advertising now and you could generate more calls, more foot traffic, more sales—more of what you want this season. It's a great time to diversify your search engine marketing efforts. To help you, here's your practical guide to the key dates, stats and tips you need to know, packed into a month-by-month holiday breakdown:

- **A checklist** to help you make sure you're ready for the holidays (and beyond).
- **Key dates** to prep you for hot search and sale days.
- **Stats** to arm you with customer info and shopping habits.
- **Tips** to get you ready for action.

You can find even more insights and ideas in our [Holiday Insights deck](#).

And you can call us for a free one-on-one consultation customized to your specific business, product or service. We can help you craft the holiday ad campaigns that could make this your best season yet.

Make it snow this year with optimized holiday advertising that checks every wish off your list.

Happy holidays from Bing Ads

Customers are already researching—and buying—for the winter holidays. Make sure your campaigns are ready.

Make Your List

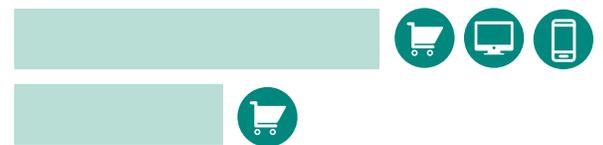
Are you ready for the holidays? Shoppers have already started searching for gifts, and you want them to find you first. Bing Ads can help.

CHECK IT TWICE

- Schedule a **free one-on-one consultation** with a Bing Ads Advisor.
- Easily pull in your optimized campaigns from Google AdWords with our **Import Campaigns feature**.
- Address outstanding account problems** now so you don't have to worry later.
- Plan your holiday ad campaigns for **multiple devices** and mobile searchers.
- Use relevant, seasonal keywords and phrases like "special holiday offer." The **Keyword Planner** can help.
- Install **Bing Ads Intelligence** to keep your bids competitive.
- Get **daily or weekly reports** to help make campaign adjustments quickly.
- Add **Sitelink Extensions** to help searchers find what they want.
- Set up **Location Extensions** with your address and phone number.
- Make sure your ads are showing up correctly with the **Ad Preview Tool**.

Shoppers who visit stores, online and mobile destinations expect to spend

75% MORE



on holiday purchases than those who shop stores alone.¹

- > Don't leave money on the table. Be ready for them with holiday campaigns optimized for success.

BE READY

Now is the time to make sure your campaign plans are in focus and all essentials are in place.



- > If you haven't already, sign up at [BingAds.com](https://bingads.com) now. You'll find everything you need to kick off an incredible 2016 holiday season. Already in? Call your Bing Ads Advisor at **(800) 518-5689** if you need help getting your campaigns in shape.

Key search and shop days

- Veterans Day Sales: 11/11
- Thanksgiving Browsing: 11/24
- Black Friday Frenzy: 11/25
- Small Business Saturday: 11/26
- Cyber Monday Shopping: 11/28

Make the Yuletide Pay

November is for mobile shopping research...and for red-hot online shopping days. Are you targeting your mobile audience with device-specific campaigns?

76%



of **smartphone owners** plan to use their device for holiday shopping.¹

- > Campaigns optimized for mobile are more important than ever. Be ready everywhere your customer shops.

CHECK IT TWICE

- Make sure you're using **device targeting** with other **flexible targeting options** to focus on device, location, time of day, gender and more.
- Use **Universal Event Tracking (UET)** to see how customers use your site—and optimize their experience.
- Set your mobile bids high enough **to put your ad at the top** of the page.
- Turn on relevant ads** for Black Friday, Small Business Saturday and Cyber Monday sales.
- Add more budget** to campaigns during those hot search and shop dates to **get more clicks**.
- Call out incentives** with phrases like "20% off holiday sale" and "free shipping."

BE READY

Seamlessly optimize for mobile searchers across all major smartphones and operating systems with Bing Ads.



- > Have you downloaded our **Holiday Insights deck**? It's going to help you plan ahead—and nail your mobile holiday marketing.

DECEMBER

Focus on major shopping days

- Green Monday sales: 12/12
- Christmas Eve last-minute shopping: 12/24
- Christmas Day gift card redemption: 12/25
- Post-holiday sales: 12/27
- New Year's sales: 12/31

Jingle All the Way

Don't stop now. Capture last-minute shoppers—and then attract customers looking to redeem gift cards on Christmas Day and beyond.

In 2015, last-minute shoppers accounted for



CHECK IT TWICE

- Drive traffic to **brick-and-mortar** stores after the last ship date passes.
- Update ads to **create urgency** to target last-minute shoppers.
- Hit post-holiday searchers with **deals, sales and gift card redemption ads**.
- Add **Enhanced Sitelinks** and **Review Extensions** to tell searchers why to buy.
- Include **Location Extensions, Review Extensions** and **Call Extensions** to tell searchers where to buy.
- Drive action with **Callout Extensions** and **Image Extensions** that tell searchers what to buy.
- Offer **Action Link Extensions** and **App Extensions** to show searchers the most convenient way to buy.

- > Spend doesn't stop after the first couple weeks of December. Stay relevant all month long with holiday search advertising that speaks to down-to-the-wire shoppers.

BE READY

Get the most out of every last shopping day with a boosted budget for post-holiday sales—and seed ads with keywords that speak to gift cards and sales.



- > Have you downloaded the **Bing Ads app**? The app makes it easy to adjust ads for relevancy, no matter where you are. [Download here](#)

JANUARY

The first weeks of January are key when it comes to remarketing to your customers—and attracting new customers away from competitors.

Ring Up the New Year

January is a hot month for sale shopping, gift card redemption and remarketing. Time to retarget your customers—and your competitors' customers.

47%

OF SHOPPERS

plan to take advantage of post-holiday sales.¹



- > Customers are still shopping. Take advantage of January's sales and gift card redemptions to upsell or retarget.

CHECK IT TWICE

- Point happy customers to **content that encourages upsell**.
- Snap up competitors' customers with **compelling offer keywords** and phrases.
- Start planning 2017**. Your customer never stops—you shouldn't, either.
- Watch for our Valentine's Day insights**.
- Check back often for new insights and stats**.

BE READY

Create relevant content on your site to remarket to happy customers, deepening loyalty—and attract competitors' customers looking to return or exchange items.



- > Don't forget that Bing Ads Advisors can customize insights and ideas for your specific business needs. Call us at (877) 635-3561 for a free one-on-one consultation and small business advertising help.

HOLIDAY WISH LIST

- I want to sign up for Bing Ads right now. [Click here](#)
- I want access to holiday stats and insights to help make my holiday marketing shine. [Click here](#)
- I want info and ideas tailored to my unique business needs. **(877) 635-3561**
- I want one-on-one help...right now. [Click here](#)
- I want access to great tools and extensions, like the Keyword Planner and Ad Preview Tool. [Click here](#)

Thank you—and happy holidays—from Bing Ads

