

Bingdin

Offline Client Grabber



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Mike Paul

Sample Ads Working Right Now

In the spirit of keeping it simple, we're laying out some sample ads that you can run for your own business. Each ad is short, obviously because Bing only allows a limited number of characters per ad. Nevertheless, we need:

- A compelling Title that makes the prospect click on the message/ad
- A brief but moving description

Most of these examples are geared toward lead gen because you now know how to generate quality leads with bing. Using the method provided, test a niche before contacting the prospect. You can even use the leads you generated in your test to ethically "bribe" your prospect.

For this service, it is recommended to charge \$500-\$750 for paid ad management.

Get creative with other niches while using these examples as a guide.

1 Mortgage Brokers / Realtors

Whether Mortgage broker or real estate agent, both have high demand for many different service types. And most mortgage brokers have already partnered with a realtor to share listings for marketing purposes.

Headline:

Prequalified Home Buyer Leads

Real Estate Home Buyer leads

Hot home buyer leads

Description:

Real Estate Leads the new way. Stand out today.

No more bogus real estate leads

Truly Fresh leads for Top Agents

Note: *Since most home buyers need a mortgage these same home buyer leads can double as realtor and mortgage leads.*

2 Roofers

This one works like clockwork. Many roofers are still canvassing neighborhoods. Use these ads to get them better leads faster!

Headline:

Fresh Roof Quote leads?

*Say NO to stale Roofer leads
Hail Damage roof leads?*

Description:

Say Goodbye to Door knocking. Fresh roof quote leads delivered to you in real time.

Note: This same concept can be used for almost any contractor type.

3 Restaurants

The coupon approach has proven to work well for restaurant owners. So with this example you can run paid ads for owners offering promotional discounts.

Headline:

Grand opening (Or Feb. Deal!) or ([yourcity] residents!) 25% off your first meal at [restaurant]

Body:

*Authentic Food. Great Atmosphere. Great prices.
Treat your family on us!*

Note: Again we are limited to the space we have, but variations of this ad have been tested and this one brings great results for our market. Be sure

to take out the spaces between sentences in the description to get this one to fit.

4 Insurance Agents (Life)

Many consultants don't know how great of a niche Life Insurance Agents can be. Yes, they're selling the hardest thing to sell because their customers will never see the benefit, but the good ones do well. And these agents live off leads. They hate prospecting and would rather buy them from you!

Headline:

Tire of Old insurance leads?

Fresh life Insurance leads?

Qualified Life Ins Leads?

Description:

Tired of the old way?

Real Time leads that love to say YES!

No more waiting for mail.. Real time leads.

Note: The word "insurance" is so long we don't have much room for a complete message.

5 Legal Services

Here we will show a sample ad from a divorce lawyer. Keep in mind, the concept is the same and can be used with other law niches.

Headline:

*Need more Divorce Clients?
Divorce Lawyer Leads?*

Description:

Stop spending endless hours searching Court Docs. Our leads come to you!

Note: This niche is rich in loyal clients. In addition, the law niche pay handsomely for most services offered.