

# Bingdin

Offline Client Grabber



**Bingdin**

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## Bingdin: The Intro

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Welcome and Thank You... for investing in this exciting and much needed offline training program!

Throughout my business career I've seen the ups and downs... I've basked in the fruitful "harvest" of hungry and eager clients .. and I've weathered the seemingly never ending seasons of consulting "famines".

But my number 1 lesson though all the "trials" and "victories" has been the realization of the "Lead Problem".

**As soon as I solved the "lead problem"... client acquisition came more consistently and with less effort.**

I am always on the lookout for new and exciting ways for my students to stand out from the crowd by delivering unique and effective services that give them a competitive edge.

The training you've come across today is no exception... In fact, it's a new twist on what you are probably used to.

Here's what I mean.

Because I believe the consultant who solves the "lead problem" can ultimately run a more consistent business overall...

...my intention with the program you have in your hands is to do only **one thing** - teach you how to generate quality leads consistently for **YOUR BUSINESS**.

So get excited and ready to learn about better “client getting”... because if you can figure out this piece... steadier fees can be just around the corner.

What you are reading now is not the latest “service” to offer your future clients. In fact much of this program has been used in the Internet Marketing niche.

But one element coupled with the OFFLINE space... yes, just one... can help you find the ingredient that’s been missing from all other hopeful strategies marketers have attempted to deliver.

You may have even tried a version of this. Whether you were successful or not, I am betting you either had a struggle with getting clients or you had to come up with means to acquire paying clients on your own.

So the one element missing is **now at your fingertips**.

The Ultimate Client Grabber.

## 1. The “Grind”

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Tell me... what client getting methods are you using? What methods do you keep away from the like the plague?

While we are living in a very Tech-Savvy age, B2B marketing seems to have stood still for most practitioners.

This can be good because I believe a lot of “boots to the pavement” methods of old can many times beat out the new “techy” methods.

In fact, I see it everyday. Consultants who don’t know much about online marketing... consultants who are “naive” enough to still knock on cold-doors or cold-call their brains out are running circles around the “techy” marketers when it comes to getting clients.

*But at what cost?*



Hey, I did it. In banking I came into a very competitive field and totally left the “veteran” bankers in the dust by just busting my ass. Making calls, following-up, writing thank you cards, knocking on doors.

It worked. But you know what? ***I was tired. But my pride wouldn't let me stop. And I wouldn't listen to anyone who offered a better way.***



In fact the better I did - the more that company penalized me for doing well. They would raise my goals (but not my pay) with each knockout quarter I produced!

Honestly, even if they didn't raise my goals I would have still continued the "grind"... The "living in fear" of not outperforming... Depending on "burn-out" actions that would enslave my business life.

**And that's NO way to live.**

Guess what? I am not alone. Maybe you are in the same boat. Maybe you see these "mega-producers" where you currently work?

Hey this doesn't apply to everyone but I believe many of them are living imbalanced lives. Some area is suffering.

Many years ago I made a basic decision. I decided not to engage in any endeavor that would make the most important parts of my life suffer.

Easier said than done. It took quite a while to figure this out, but for me, I needed automated systems. Systems that would take the manual work out of prospecting for clients.

## **2. The "Leaky Bucket" Syndrome**

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These systems come in all forms. Some are old and some are new and up with modern times.

But in my experience, the "paid ad" system is the faster route to getting motivated leads that can turn into paying clients.

Now don't wet your bed...



...because I'll show you a way to get these leads for your business for pennies on the dollar and you'll be smiling from ear to ear once you see how affordable this can be... even for a brand spankin' new consultant.



Because I want you to know WHY a recent change in paid advertising can be so pivotal in YOUR business, it's so important to understand where other methods fall short.

The "*Leaky Bucket*" Syndrome is something that most methods come with. And really it's just about unavoidable when it comes to business prospecting or advertising.

Let me explain. If you were given a task to find a dime in a cup of nickels... you'd find it, right? It wouldn't be too difficult because the cup is only so big.

Now take that same dime and mix it into a large BATH TUB of nickels. Different story because that dime is now a much more difficult object to find in a much larger pool of nickels. Do you follow?

For some It's the same with attempting to gain local clients.

Methods like cold calling, mass mailing, door-knocking... they all work if you are willing to take massive action. Action that means a huge time commitment. (Similar to concept of that dime in the tub)

Why? Not only are you trying to find a needle in a haystack, but there are also "holes" to contend with. Think about it... **How many mail pieces will get thrown into the trash never to be opened?**

**How many cold calls will end up in fruitless attempts to get passed the gatekeeper or secretary? How many knocked-doors will be doors in which the owner is never there?**

Holes.

And the biggest "hole" for these "free" methods is **time**. Yes - they're free, but FREE means a large commitment from you to go through the crap with *intense and brutal consistency*.

And it's not only with these older free methods. What about cold-emailing... paid ads with Facebook & Google... banner ads... seo?

Yes, these online methods have massive holes too...

*...Meaning many of the eyeballs you work so hard to get on your ads consists of bogus traffic that will never have a need for your service.*

Holes? "It's just part of the game, Mike!"

While that is true, how many hours are consultants spending on trying to “crack the code” to online lead gen? How much money are they going through to find that one method that works for them?

So why do people do it? Do you remember the problem I had with “balance” in my life?

I know that working smarter through paid ads IS the way to go if you really want to leverage your time, grow your business, and enjoy a happy personal life at the same time.

And while some would argue this, I say why are companies spending thousands... even millions on paid ads every month? Because it works.

And it can work for the **individual like you if you have some accurate direction**. Most of us no longer have the time to juggle the “trial and error” game while working a full time job.

And even if the job wasn't a hurdle, most regular folk would need to make money fast to keep their present lifestyle in place. So if one could somehow figure out how to get leads faster and more consistently for their own business... **they could finally “Breeeeaaaaath”...**

There's one piece of the online marketing and paid ad puzzle (especially for local marketers) that has sent many would be “great” marketers to the entrepreneurs “graveyard”.

I'm not talking about the large companies that can combat the “holes” with a massive ad budget. I am talking about the “sole props” like you and I.

And this one piece can be the final ***link to steadier client getting, faster payouts, and more time with the ones they love.***



What gives?

This stubborn & elusive piece of the puzzle is called “*Targeting*”.

### **3. Why is Targeting So Important?**

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First, what is targeting? Targeting can cover a large number of areas like keyword targeting, age targeting, area targeting, interests, job titles, search history, and more.

For example, a Realtor searching for prospects who would like to sell their homes would target **homeowners** on a platform like Google’s Sponsored ads. Delivering ads to renters would absolutely kill their ROI.

Then getting an even better return could involve targeting homeowners who are more likely to sell. Even targeting a high turnover area would increase lead count and decrease the cost of ads.

So when a consultant wishes to speed up their client getting... they would approach paid ads with an idea of who they want to target. This is because they don't want to pay for ads being delivered to prospects who will never buy.

Fortunately, most platforms offer these targeting options. But remember, you are an OFFLINE consultant.

The keyword being "OFFLINE". This means you are not competing with the big boys. Your competition is other consultants. But there's great news...

Most local consultants either do not know how to target effectively online or they don't put enough emphasis on specific niche targeting.

Why is this?

Well targeting the right niche is not as easy as one thinks. Mainly because demographic combos that hit the "bullseye" for consulting niches can be tricky.

**The targeting criteria depends on many factors like the local area market, the industry, or the product or service type to name just a few.**

**And any combination of this criteria can require an endless mix of targeting options. Now throw in business to business marketing and the ideal targeting formula becomes a mirage that many never reach.**

Are you starting to understand why many marketers never crack the code with targeting?

Which brings me to the best news!

## 4. The Missing Piece Found...

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I am about to tell you about two platforms that have, in a sense, converged to form the ultimate client getting weapon. *A hybrid of all hybrids* so to speak.

Now don't get me wrong, this combination will not totally eliminate the "holes" we talked about...

...but it **WILL** decrease the number **substantially** making your client getting efforts much more time effective... resulting in a much happier and fulfilled consultant.



If you've been around the offline space for any length of time you know the top 3 platforms for offline marketers... Google Ads (includes Youtube), Facebook Ads, and LinkedIn.

These three platforms offer somewhat precise targeting options in which a local consultant can specifically target their ideal client with their message.

But tell me. Which platform is solely dedicated to local businesses and business owners to deliver the **best and most complete audience for offline marketers?**

You got it! **LinkedIn**. Unfortunately, although LinkedIn has all the valuable data any offline marketer needs, there are some drawbacks.

LinkedIn ads seem to be more expensive than other platforms. So it tends to be a place that caters more to experienced marketers and not those who want to "test"... being that they have a greater chance of losing money. LinkedIn also has many rules (some undisclosed) that can prevent your ads from showing. This can lead to a very frustrating experience which is why so many local marketers stop before even getting one ad through to completion.

With this in mind. *I have something for you.*

**What if you could combine the best of both worlds? LinkedIn's audience with another platform that is more affordable with easy targeting options and a more lenient criteria to get ads to deliver?**

What happens is a blending of two key platforms that seems to get as close as possible to a sort of online ad "utopia".

Now tell me this. Which platform above is perfect to fill in the gaps that LinkedIn misses?

None of them!

Instead let me tell you about a platform that is Gold in the IM world.

#### **4.1 Can Bing be a Fit for Offline?**

Many marketers in the “make money online” field have decided to sidestep the big three mentioned above because of another killer source of a superior conversions.

I’m talking about **Bing.com**. Because of the competition and rising costs of Google Ads and Facebook... the IM world has been forced to seek out more cost effective ways of reaching their goals.

And what they’ve found in Bing is a haven of **highly targeted prospects** with **less competition**... and, if I can add, at a much more **reasonable investment**.

You see, although Bing has less users compared to Google (64% market share compared to Bing’s 30% according to aborg.com), Bing’s audience seems to fit the IM niche better than other audiences.

**This results in better conversions for these entrepreneurs regardless of the amount of users.**

So what about offliners? Bing is very attractive to offline marketers mainly because of price and competition.



Aside from the fact that Bing's pool of users has reached 6 billion per month and that there is less competition, consider these other measurements.

- Yes Google has a larger reach but many have forgot that when one advertises on bing, those same ads will be seen on their partner search engines; Yahoo & AOL.
- Some research shows that Bing provides better CTRs (click through rates) in popular niches like financial, and shopping.
- Almost everything Google has to offer with targeting, Bing has 'em and then some. Experts say Bing gets even more **granular** with targeting tools offered.
- According to research 40% of Bing users are between the ages of 35 - 54 years of age. This is much older than the average age of Google users. Some experts profess that this demographic is comprised of a **much more loyal patron** compared to the "instant gratification" crowd on Google.
- Bing Ads has proven vastly less expensive than Google Ads. **(In our testing using this method Bing was 94% less expensive than Google in our specific niche!)**

But still few have figured out what some consider the most important part to all of this...

### **The Targeting Game...**

...making Bing a "rerun" of sorts with the same targeting hurdle as other platforms.

I've even heard some marketers say... "I wish I could take bits and pieces of Bing ads and bits and pieces of other Ad platforms and put them together"...

The online ad Gods have heard their message, my friend.

## 4.2 The Ultimate Combo for Client Getting

In June of 2016 Microsoft announced the acquisition the "world's most valuable professional network" - LinkedIn... at a value of \$26.2 billion.



Following the transaction In December of 2016 a Bind Ads suggestion forum user [suggested in a post...](#)

*"Now that Microsoft owns LinkedIn, I (and my B2B clients) would love to be able to target their massively valuable audiences. Please add these into Bing Ads so we can take over the world together."*

They heard this calling and delivered. But not in the way many had expected. It was said that this feature would roll out before the end of 2018. And it did - but in a **"closed pilot"**.

In other words, not everyone could use it. It had to be requested and approval **seemed** to depend on the company type and size. Individuals were often not approved for the feature.

Recent months have changed this process for the better. It is no longer a “closed” pilot, but advertisers must still request the targeting feature. (*don't worry - it's super simple to get approved fast*)

What does this mean to you?

It means your competition is probably **not** using this feature. After all, they can't even see it in their dashboard! (Do they even know it exists?)



Which means you will most likely be **the only consultant in your area using it!**

Imagine truly **getting a head start on the competition!** Imagine being able to target specific groups of business owners that no one else is targeting in this way!

Imagine finally having a **most effective way to get clients**. Imagine finally having what a majority of offline “gurus” have failed to deliver!

***The feeling that client getting is no longer your number one hurdle is a feeling that can't be touched in business.***

Because if you can solve the “client getting” part... you can practically *couple this with any other reputable service and to get predictable results!*

*Why? Because of LEADS.*

In my opinion, what separates most winners from losers in online marketing is a steady stream of leads. And this “steady stream” should be controlled by the marketer - like turning a water faucet on or off.

So let me ask again... **How would you feel if the lifeblood of your business... LEADS... was no longer a problem for you?**

Would the obnoxiously rude clients or prospects, who are absolutely unaware of how moronic they sound, upset you as much? Would you care as much if someone said “no” to your service?

The answer is “probably not” because you would know in the back of your mind that you have many more leads coming in... **and most likely someone WILL say YES.**

And THAT'S what you want, isn't it...

In essence, this is how it works. The Bing Ads platform has major benefits as we've already discussed, but do you really know how pivotal this marketing outlet can be for you?

Let me fill you in.

You take all the benefits of Bing advertising (Low cost, more concentrated reach, less restrictions, etc) and combine this with **Linkedin Profile Targeting**.

Don't worry. It's not hard... In fact, once you have this feature in your dashboard, you just click a few buttons to get....

The most effective targeting in Offline Marketing I've seen bar none!

That's a pretty bold claim, wouldn't you say?

Well, think about it. If you are in the offline or local consulting space, who's your target? Business owners, right?

And where do these business owners hang out? **Linkedin**. And what are these owners doing there? They're main purpose is to network with other business owners and ultimately get... **more business**.

And what can you offer these business owners? You got it... **More business**.

This is a much more targeted community for your type of offering compared to Facebook, Google, Instagram, Youtube... in which you primarily rely on *less than complete* targeting features to get results.

Which is why it is so easy to understand how this audience "*fits like a glove*"...

***So you can finally get better leads, more sales, and at a faster pace than ever before!***



So you now have a way to reach this cardinal audience for your business *without having to even be on LinkedIn!*

That's right... The attractive, cost effective, easy to use platform we have in Bing has now become the best of Both Worlds...

...providing you the "Ultimate Tool" in client getting and **you don't even need a LinkedIn account...**

Making this one of the simplest methods you've come across for client acquisition across the board!

## **5. Getting Started With Your Campaign**

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Before starting any lead generating campaign for your business, it's prudent to have certain protocol in place to avoid making the same mistakes I did.

These will be a few points that will shorten the already short learning curve some new advertisers go through with the Bingdin method.

***Disclaimer:*** *These methods have worked for us in our market and our niche. Know that markets vary and different niches can require different parameters.*

**NOTE: If you do not understand some of the terms below, don't worry because I have you covered. As we go through each step I will explain everything in simple terms.**

1. In the offline niche we've found that using less keywords (search engine "search terms") per ad group yielded better results. In other words, we split up a smaller number of only a few keywords and attached those keywords to separate ads.
2. Unlike Google ads, using "exact term" keywords helped bring lead cost down overall. But you can start with "exact" and "phrase" matches to test variations.
3. Use your ads main keyword within the url path.
4. Look for phrases within the landing page to include in your actual ad.

These 4 guidelines will help quicken your results for a better cost per click.

## **5.1 Setting Up a Bing Ads Account**

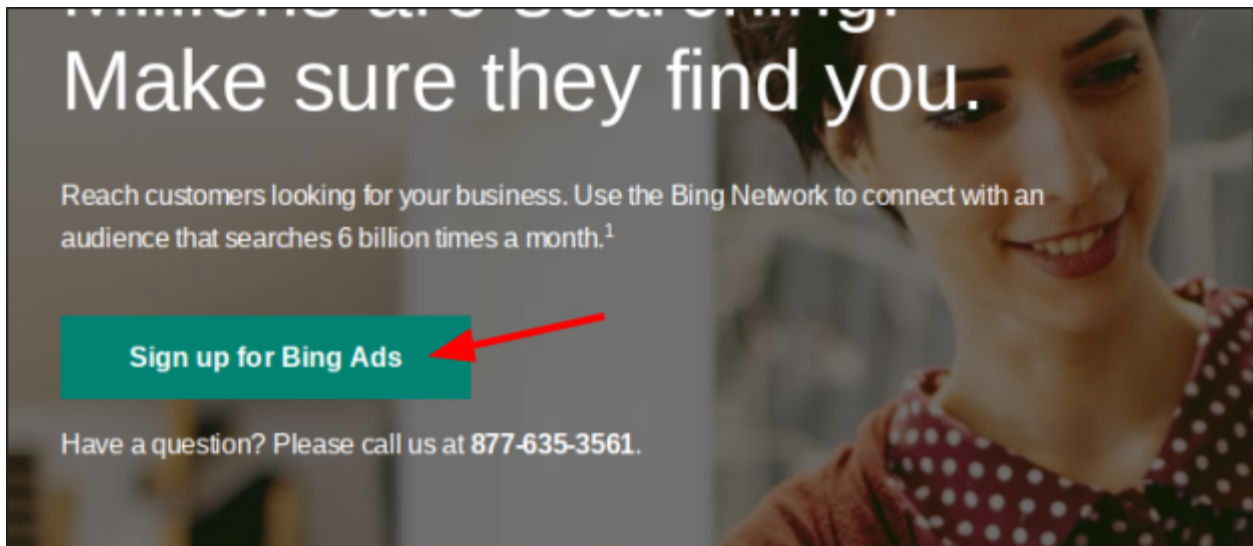
First you will need a Bing Ads account. You will need some sort of microsoft owned email account like hotmail, outlook, live, etc. Either create one here.

<https://signup.live.com/signup>

Or use one already in place

Then continue by following these steps.

**1** - Go to <https://bingads.microsoft.com/> and click on “sign up for Bing Ads”. You will be prompted to sign in to the email account you just created.



**2** - Now just fill in all applicable fields and follow the prompts. Then “skip” the campaign creation step for now.



**Create Account** | Import/Create Campaign | Go Live

Welcome to Bing Ads! - Before we create your account, we need a few more details.

**Microsoft account**

You are currently signed in as: m [REDACTED]. You will create a new customer that will be managed by this Bing Ads account.  
[Sign out](#) if you want to use a different Microsoft account, and we'll take you to the Bing Ads sign-up page.

This email is already associated to an existing Bing Ads account. To sign in to your existing account, click [Go to your existing Bing Ads account](#).

**Bing Ads account info**

Company name	<input type="text"/>
Business phone	<input type="text"/>
Business location	United States ▼
Currency	US Dollar (USD) ▼

**Go Live**

ampaign set up so that your ads can go live. [Skip campaign creation](#)

. Don't have an AdWords account? Then select Option 2 to create a new campaign.

**3** - You will now be directed to a section to enter your business information. Go ahead and fill out these fields click “save” and then fill in your billing info. Or you can skip the billing portion of the setup and come back to this later by scrolling to the bottom and clicking “Skip Payment info”.

**Business location and tax information**

Choose the business location and, if required, enter tax information. [Learn more](#)

**Business location** ⓘ United States ▼

**Business address** ⓘ Enter a new address... ▼

██████████

██████████ Way


Address line 2

██████████

North Carolina ▼

██████████

**Save** **Cancel**



**Business location and tax information** ✎

**Legal business name** | ██████████

**Business location** ⓘ 1 ██████████ 2 United States

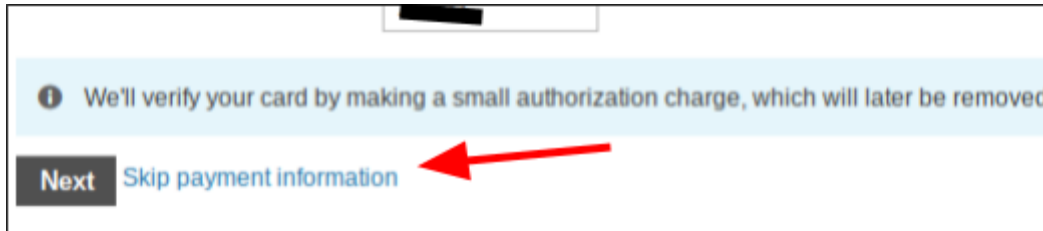
**Billing information**

**Promotional offer** ⓘ Enter promotional code

**Billing country/region** ⓘ United States ▼

**Billing options** ⓘ Choose... ▼

**Next**

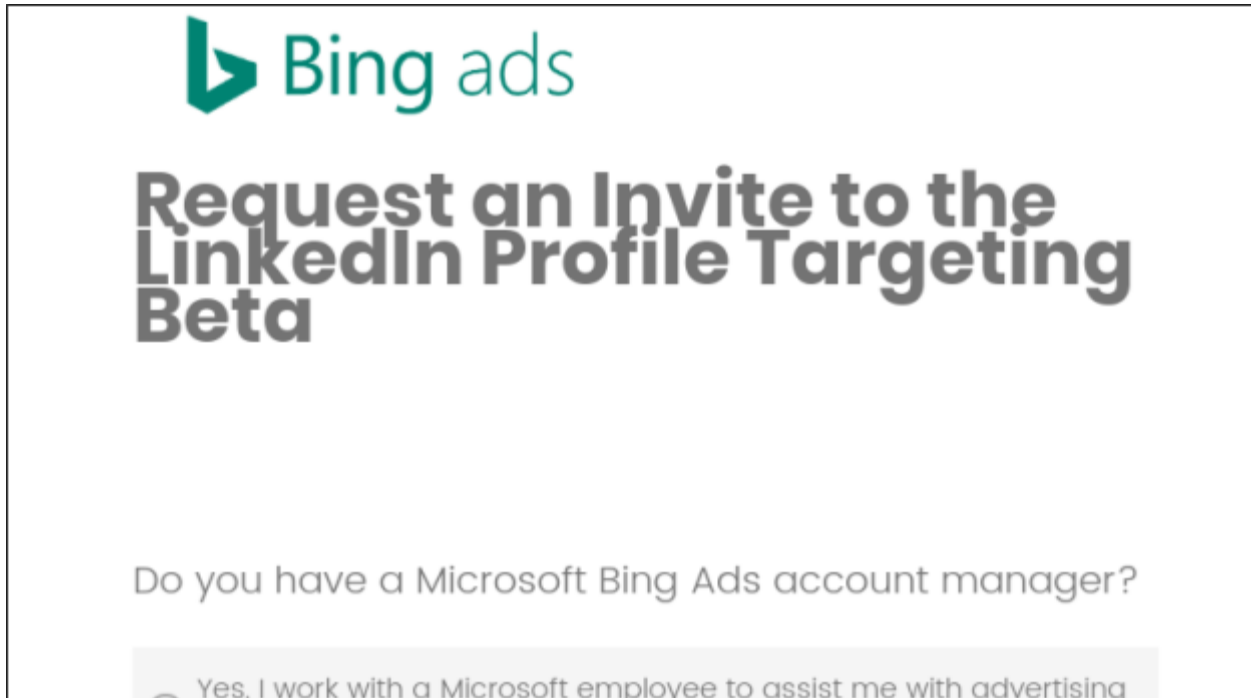


## 5.2 How to Easily Get LinkedIn Profile Targeting in Your Account

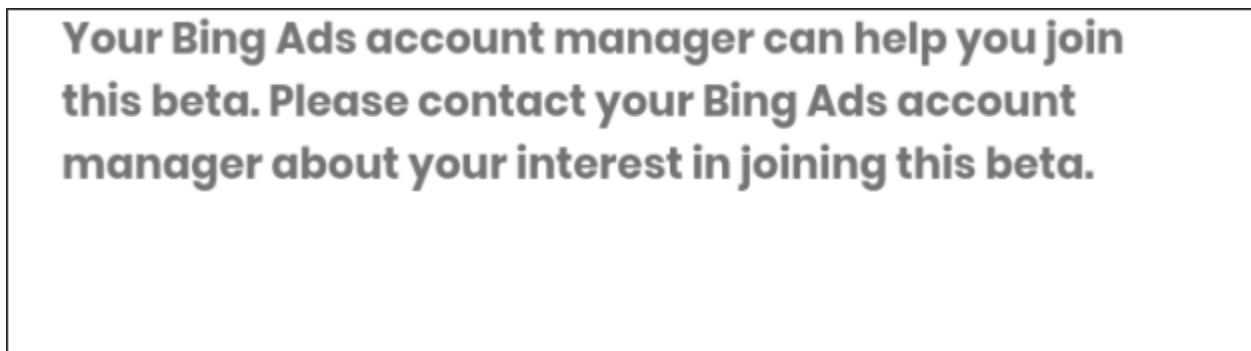
Next you will have to request for this targeting feature to be included within your Bing Ads account. So before you go any further, go ahead and follow this link to request LinkedIn profile targeting.

[https://microsoft.qualtrics.com/jfe/form/SV\\_cVmG6pfOkeSTqqp](https://microsoft.qualtrics.com/jfe/form/SV_cVmG6pfOkeSTqqp)

**1** - Once you click on the link above you will be brought to a page that displays **"Request an Invite to the LinkedIn Profile Targeting Beta"**. Since you already have an ads account, choose **"Yes"** for the first question and then click **"Continue"** and follow through with remaining questions. (There should only be a few)



2 - Next you will either see another question or this message.



If this is the message that appears, go ahead and call [800-518-5689](tel:800-518-5689).

This is an open beta meaning you just have to request approval. But just to make sure - tell them what you do. You run a local consulting company and help owners grow their business.

If you have partners or agents within your agency - tell them they will be using the feature as well.

They will say that it can take up to a week to see this feature inside your dashboard, but it usually only takes 2-3 days (Sometimes sooner).

**NOTE:** Once you are approved, you will see the “demographics” tab appear in your campaigns. Also, when you are reading this guide this step may not be necessary. So check your dashboard first to see if the demographics tab is already there.



### 5.3 Campaign Settings

Next I will cover how to set up the skeleton of your campaign. The settings portion of this method is crucial to the final outcome. Lucky for you... it's fairly simple if you just *follow my lead*.

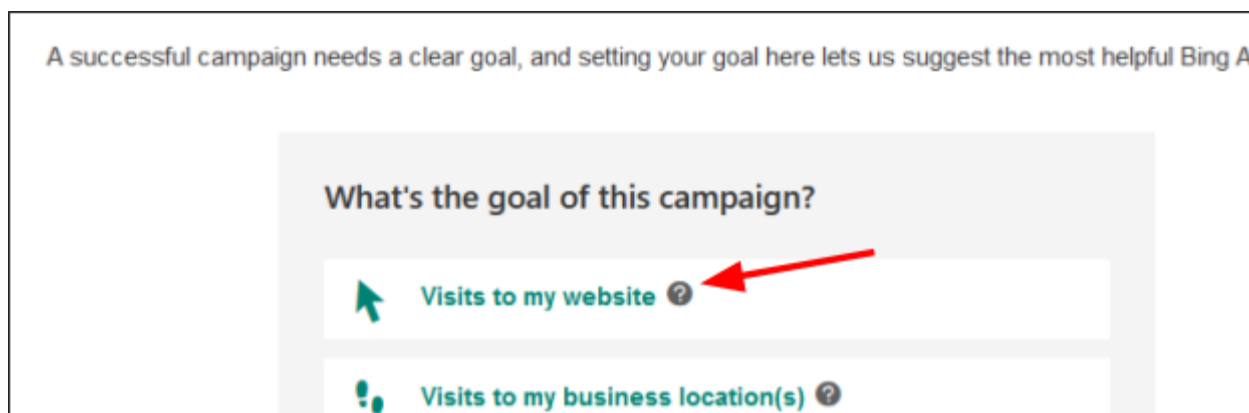
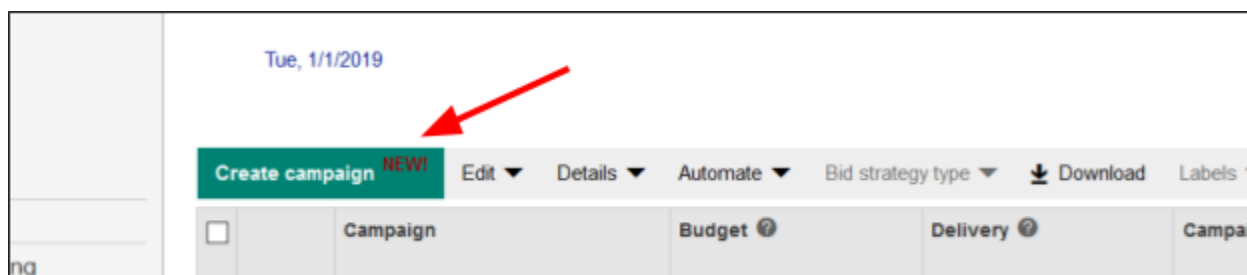
Bare in mind that the method may come with some subtle differences to what you may have learned in the past. The main reason for this is the difference with the landscape you are targeting.

Some setting preferences will differ with Offline marketing on Bing compared to preferences when targeting the IM / make money online niche.

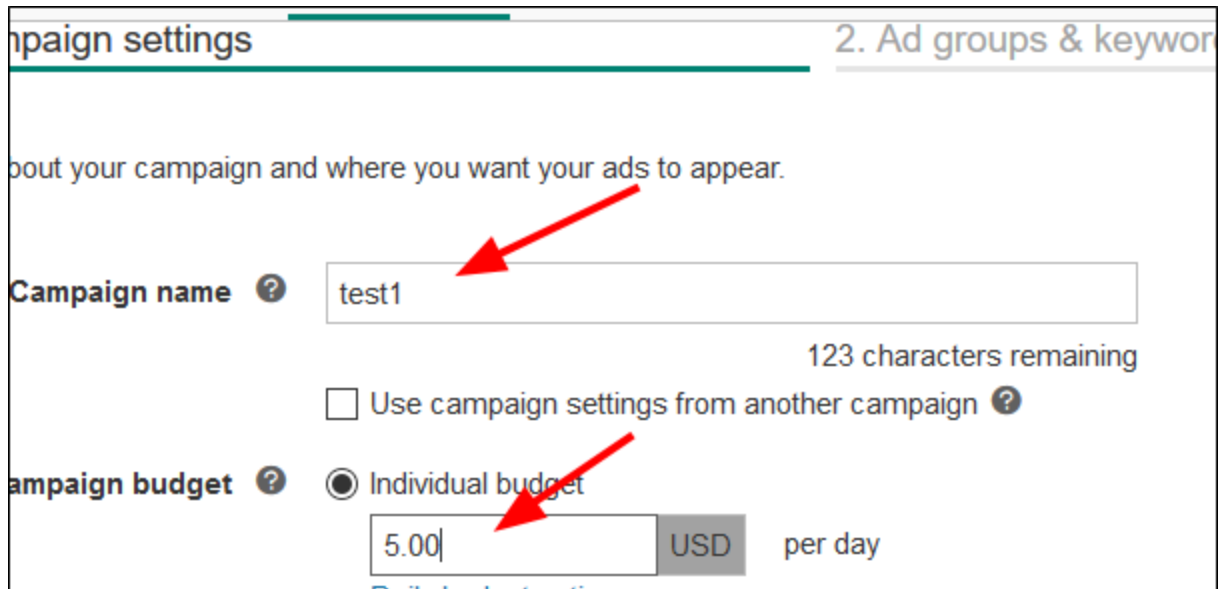
So, for example, if you are marketing “job offers” for a job network and getting paid affiliate commissions... your settings parameters will differ from say... marketing your local consulting services to the “Dentist” niche.

Ok - Let's jump back in.

**1** - Make sure you are logged into your Bing Ads Dashboard. Go to "campaigns" and then "Create Campaign". Then choose "Visits to a website". If you don't have a website in place for your services reference my Free landing page alternative in the Front End of your purchase.



**2** - Name your campaign & set your daily budget. This budget is the amount maximum Bing will charge daily.



Campaign settings

2. Ad groups & keywords

About your campaign and where you want your ads to appear.

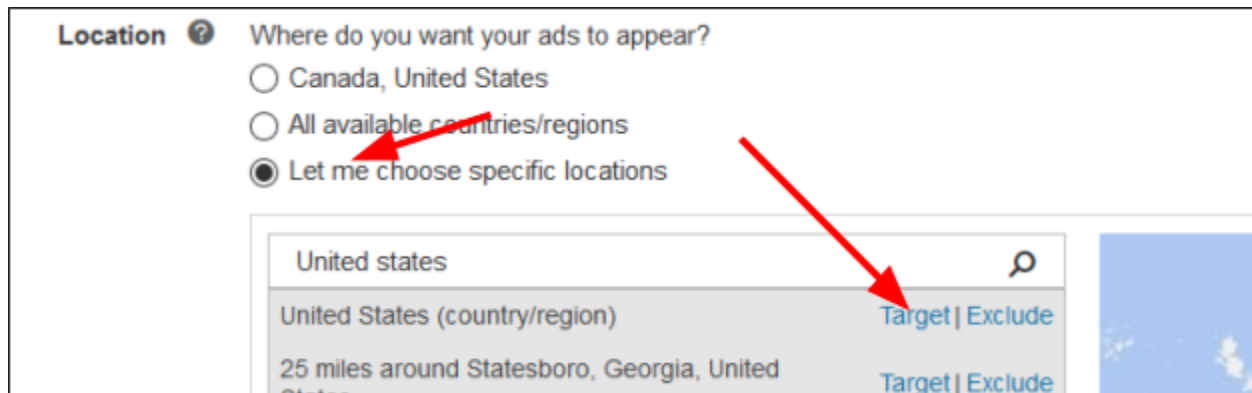
**Campaign name**  123 characters remaining

Use campaign settings from another campaign

**Campaign budget**  Individual budget  USD per day

This screenshot shows the 'Campaign settings' section of a Bing Ads interface. It includes a text input for the campaign name 'test1' with a character count of 123 remaining. Below it is a checkbox for 'Use campaign settings from another campaign'. The 'Campaign budget' section is active, showing 'Individual budget' selected with a value of '5.00' USD per day. Two red arrows point to the campaign name and budget input fields.

**3** - Now it's time to choose your target location. For this type of advertising I recommend either targeting the **whole United States** or, **if you want to target only your local area, be sure to target your state or multiple major nearby cities** with at least a 25 mile radius. Choose only "People in your target location" and then click "Save to go to the next step".



**Location**  Where do you want your ads to appear?

Canada, United States

All available countries/regions

Let me choose specific locations

United states

United States (country/region) Target | Exclude

25 miles around Statesboro, Georgia, United States Target | Exclude

This screenshot shows the 'Location' targeting options in Bing Ads. Three radio buttons are visible: 'Canada, United States', 'All available countries/regions', and 'Let me choose specific locations', with the last one selected. Below the radio buttons is a search box containing 'United states' and a search button. A dropdown menu is open, showing 'United States (country/region)' and '25 miles around Statesboro, Georgia, United States', each with 'Target | Exclude' options. Two red arrows point to the 'Let me choose specific locations' radio button and the 'United States (country/region)' dropdown item.

**Who?** Who should see your ads?

- People in your targeted locations <sup>?</sup>
- People searching for or viewing pages about your targeted

**Language** <sup>?</sup>

- English [Target suggested languages](#)
- All languages
- Danish
- Finnish
- Italian
- Spanish
- Dutch
- French
- Norwegian
- Swedish

**Save & go to the next step** **Cancel**

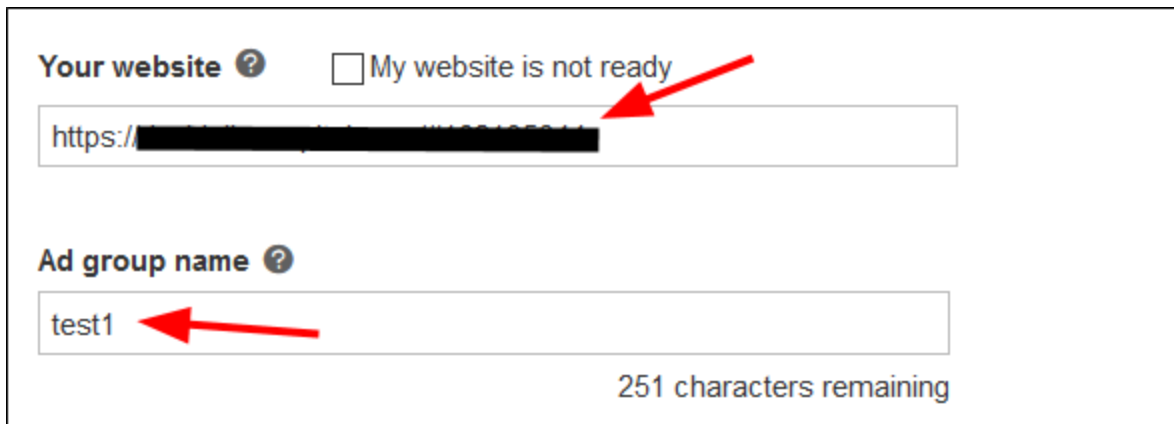
**4** - Now it is time to find super targeted keywords. A “keyword” is any term you type into the search bar of Google, Bing, or any other search engine. For instance, if I were searching for a plumber in my town to fix a leak, your search term could be “Plumbers in Raleigh, NC”.

To the right of your screen you will notice an area to input “keyword suggestions”. Enter a keyword that relates to your goal. So if you are wanting to acquire local “Lead Gen” clients go ahead and type in something like “B2B marketing”. Skim through the list and find 1-3 keywords that relate well to your offering.

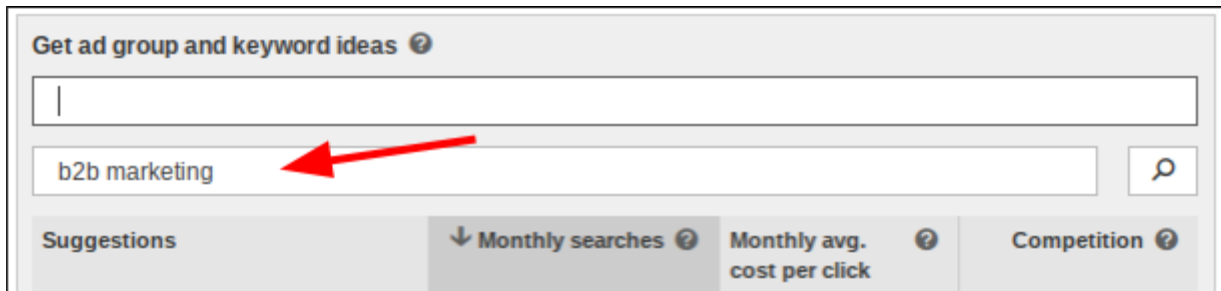
Don’t pay too much attention to the “average bid” right now, because even some of the competitive keywords will only cost you a fraction of what the bid amount shows. Look for keywords with a larger monthly search amount.



For example. If you were running a “Lead Gen” campaign in an effort to get “Contractors” as clients, you would look at your list and choose “b2b lead generation” as opposed to just the word “lead” which is way to broad of term.



This screenshot shows a form with two main sections. The first section is titled "Your website" and includes a checkbox labeled "My website is not ready" which is currently unchecked. Below this is a text input field containing a URL starting with "https://". A red arrow points to the end of the URL. The second section is titled "Ad group name" and contains a text input field with the text "test1". A red arrow points to the end of this text. Below the input field, it says "251 characters remaining".



This screenshot shows a search interface titled "Get ad group and keyword ideas". It features a search bar at the top. Below the search bar, the text "b2b marketing" is entered into a field, with a red arrow pointing to it. To the right of this field is a magnifying glass icon. Below the search field, there are three columns of data: "Suggestions", "Monthly searches", and "Monthly avg. cost per click". The "Monthly searches" column has a downward arrow icon next to it. A "Competition" column is also visible on the right side.

home business	23,610
+ 12 keywords	
« Marketing (Ad group)	76,480
marketing	20,220
online marketing	11,500
+ 28 keywords	
« Lead (Ad group)	57,920
sales lead	31,400
<del>lead</del>	14,560
+ 12 keywords	
« Lead Generation (Ad group)	45,490
lead generation	16,870
<u>b2b lead generation</u>	16,440
+ 7 keywords	

1 - 5 of 14

To add keywords from this list click any of the “+ keywords” in blue. Then choose a group of a 1-3 targeted keywords with ample search volume by clicking the checkbox next to each one and then clicking “Ad to Ad Group”.

<del>████████████████████</del>	35,590
+ 72 keywords	
« Business (Ad group)	54,410

**Ad group idea: Lead Generation**

**Add to ad group** ▾ **Close**

<input type="checkbox"/>	Suggestions	Monthly searches <sup>?</sup>	Mo
<input type="checkbox"/>	lead generation	16,870	
<input checked="" type="checkbox"/>	b2b lead generation	16,440	
<input type="checkbox"/>	lead generation companies	8,260	
<input checked="" type="checkbox"/>	lead generation company	1,310	

**Ad group idea: Lead Generation**

**Add to ad group** ▾ **Close**

		Monthly searches <sup>?</sup>	
		16,870	
		16,440	
		8,260	

Add to new ad group  
 Add to all ad groups  
 Add to these ad groups ▸

5 - Now we need to target [exact] match keywords and/or “phrase match keywords. This means, for exact match, that your ads will only show if the prospect types in a search query that is exactly what your keyword is. For instance, your ads will show up for the keyword “b2b marketing” instead of “Iowa b2b marketing for beginners”.

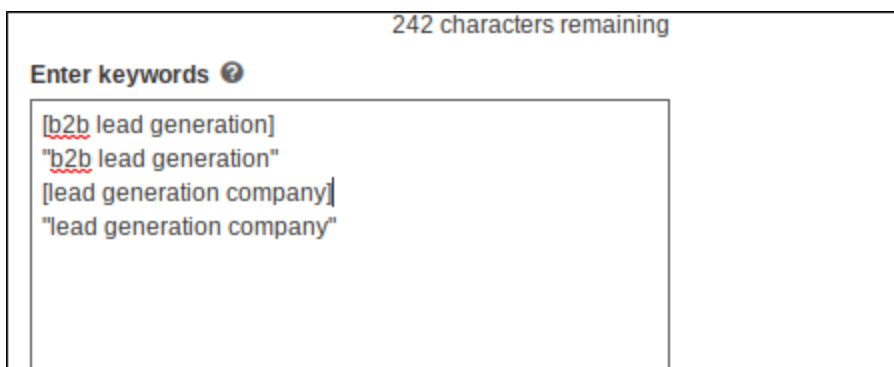
“Phrase Match” means that you will include results from keyword variations. In this case you would INCLUDE “phrase matches” like “Iowa b2b marketing for beginners”.

In order to do this just add brackets [ ] to each keyword for exact match like this.



A screenshot of a text input field containing a list of keywords. The keywords are: [new small business loans], [small business loans], [small business loan], and [fast small business loans].

And add “...” quotation marks for “phrase match” keywords like this...



A screenshot of a text input field with the label "242 characters remaining" and "Enter keywords ?". The keywords listed are: [b2b lead generation], "b2b lead generation", [lead generation company], and "lead generation company".

Now just “save and go to the next step”.



A screenshot of a button bar. At the top left is a button labeled "+ Add new ad group". Below it are three buttons: "Save & go to the next step", "Back", and "Save & exit". A red arrow points to the "Save & go to the next step" button.

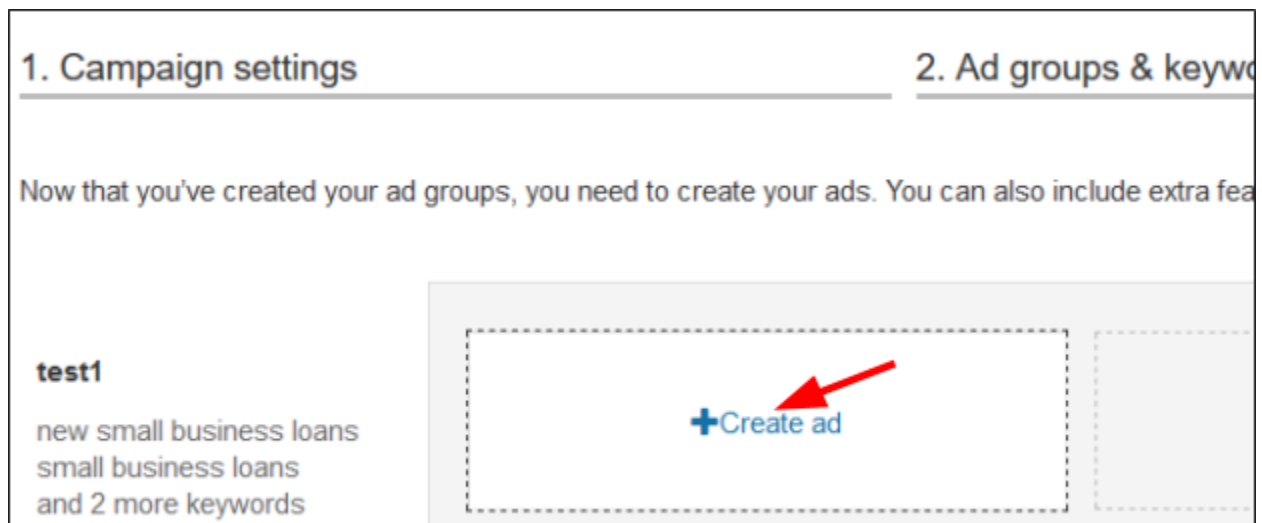
In the next section we will cover setting up your search ad. This is the actual text advert that will show up when a prospect types in any of your keyword search terms.

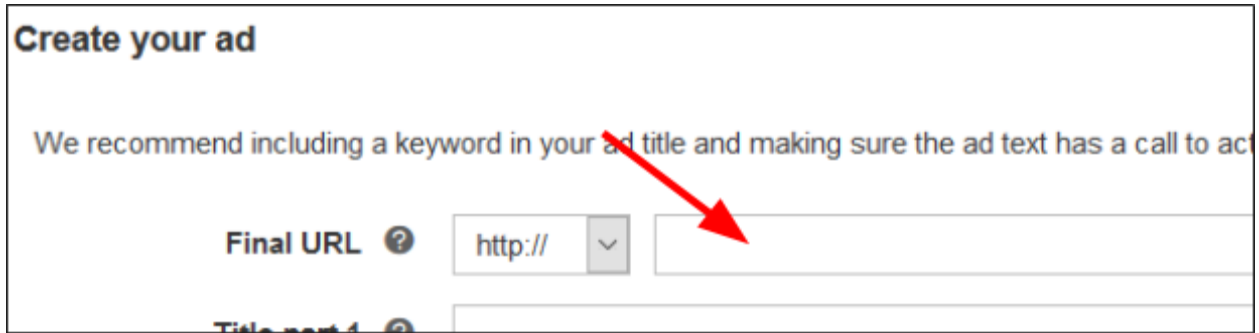
## 5.4 Setting Up Your Killer Ad

Before continuing to the ad setup section you will need to have a website in place for your service. Ideally, you will want something that converts well as opposed to just directing folks to your homepage. Usually, a landing page or squeeze page works best.

Furthermore, I've included a free source for this in the product page of your purchase.

**1 - (Continuing from step 5 above)** To start creating your ad click on "+Create Ad". Then add your website url and fill in a compelling title. The title will show three parts. (Reference the product page "How to write Killer Ad Copy" section.)





**Create your ad**

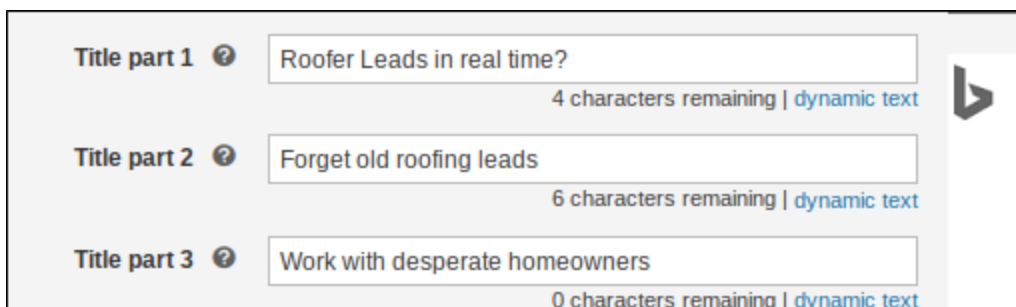
We recommend including a keyword in your ad title and making sure the ad text has a call to action.

Final URL ⓘ http://

Title part 1 ⓘ

**Note:** When entering your titles keep in mind that using main keywords within the title and description can help your conversions and impressions (how many times your ads are displayed to potential prospects). It's also good practice to use trigger words or words that "trigger" action.

For example, if you are offering reputation management services a trigger word would be "Negative reviews" Better yet... "Eliminate Negative Reviews"...



Title part 1 ⓘ  4 characters remaining | dynamic text

Title part 2 ⓘ  6 characters remaining | dynamic text

Title part 3 ⓘ  0 characters remaining | dynamic text

**2** - Now it's time to create some compelling ad text. Again, reference the guide I've included on your product page. But for this example, just include some highly sought after trigger points for your offering. So with local lead gen services, most business owners are fed up with slow and expensive leads. As in the title copy above, we will use this to our advantage by using words like "Tired", "Fresh", and "Motivated".

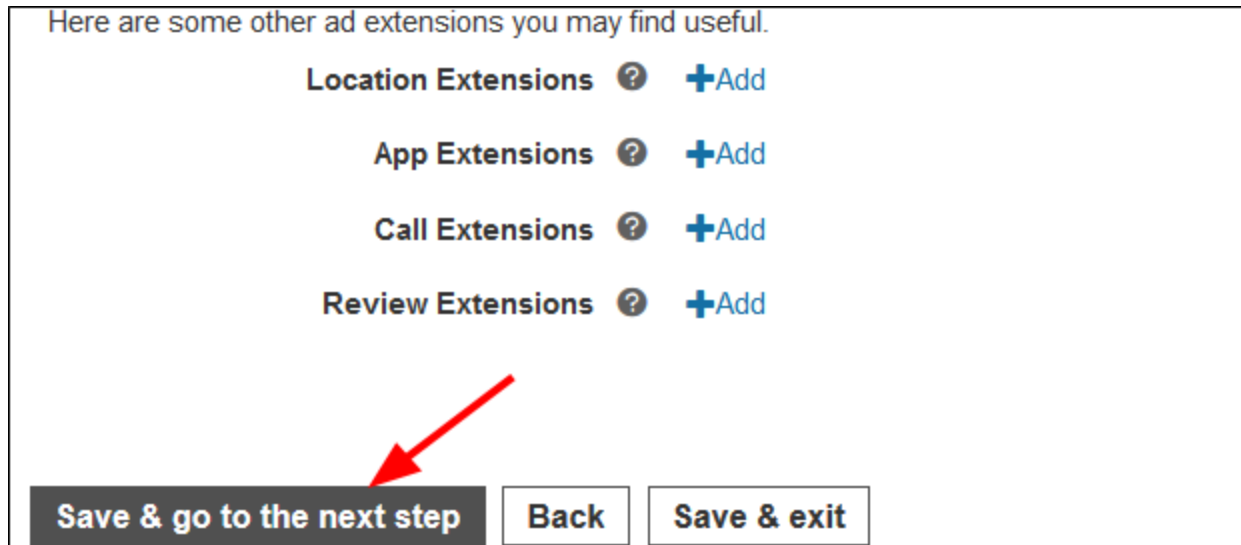
It's good practice to either use content from your landing page within the ad text or ad this to your website.

Then enter your website's "path". This is what will display in your ad. Don't confuse this with the final url or web address - this can be adjusted to also fit your ad copy for even more targeting. Again use this as an opportunity to use keywords within this url path.

The screenshot shows an ad creation interface with the following elements:

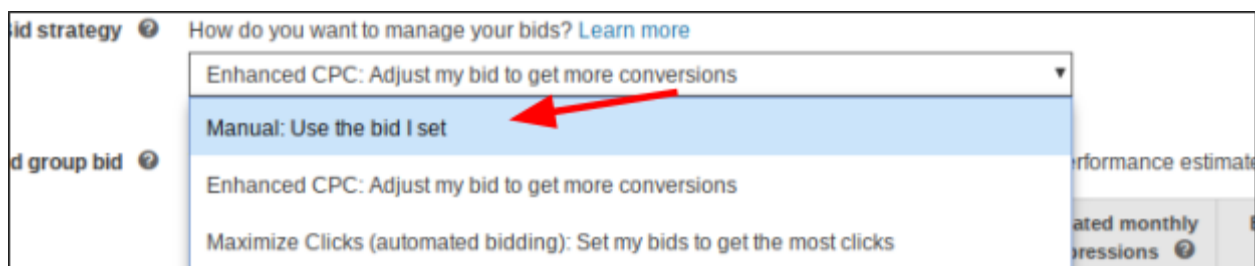
- Path:** A field containing a partially obscured URL followed by "/ roofing / leads". A red arrow points to the "roofing" field.
- Ad text 1:** A text box containing "Tired or canvasing? Need fresh and motivated roof quote leads?". A red arrow points to this text box.
- Ad text 2:** A text box containing "Lead program 2031 may be the answer.".
- Preferences:** A checkbox labeled "Prefer audience ad format" which is currently unchecked.
- Mobile URL:** A dropdown menu set to "http://" followed by an empty text box.
- Ad URL options:** A section with a dropdown for "Tracking template" set to "None" and a dropdown for "Custom parameters" set to "None".
- Footer:** A light blue banner with an information icon and text: "Your changes will be recorded and we will review your new ad. During the review, which ty not run. [Learn more](#)".
- Buttons:** At the bottom, there are three buttons: "Save", "Save and create another", and "Cancel". A red arrow points to the "Save" button.

3 - Now just scroll to the bottom skipping all the "sitelink exts" and click "save and go to the next step".



**4** - Now it is time to set your bid. This “bid” is the high amount you are willing to pay for an individual click. Under “bid strategy” you have 3 choices. Out of the 3, you can choose “Maximize clicks: automated bidding...” or “Manual: Use the bid I set”.

I recommend the “manual” option if you want to later tweak your ad settings to get an even better “bang for your buck”.



Next, enter your bid. Your bid amount will be determined based on your market area, your niche, and other factors that are sometimes out of your control. As a general rule, and I am only basing this off my experience within my market, you can use 60 cents as a good starting point.



In my area, I can get clicks for about 50 cents to start without any further adjusting using this method. So even if you stop here, you will be getting a much better result compared to Google ads that can easily reach \$7-\$9 per click for the niche I used as an example above.

**That's a whopping 94% less than Google!**

But there's one more element we need to add to the pot. Which brings me to...

## **6. The Secret Sauce: LinkedIn Profile Targeting**

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Now that you have your campaign complete you will add in one more ingredient to finish off the ultimate Offline Lead Generation recipe.

And this one element will boost your results in four areas:

**CTR:** Click-through rate

**Average position:** Where you rank on the search pages of Bing

**Impressions:** How many times a prospect sees your ad

**CPC:** Cost per click

**Conversions:** the amount of "Click Throughs"... that turn into an actual lead.

Why are these three areas so important? Each piece works together to form either a well-oiled machine or a stalling and sputtering clunker.

You see when your CTR is healthy and prospects are consistently clicking on your ad, this will increase your average position. And when you are

showing up on the 1st and 2nd pages of the search results you are most likely getting seen by more people (impressions).

All of this should create more “clicks” on your ad and an overall lower CPC.

A good lead conversion rate should be a natural by-product if your service is in demand and your landing page is effective.

Now advertisers like you and me can get very enticing results from Bing Ads alone if they know what they are doing (which is why you invested in this training), but many give up before they see any notable outcome.

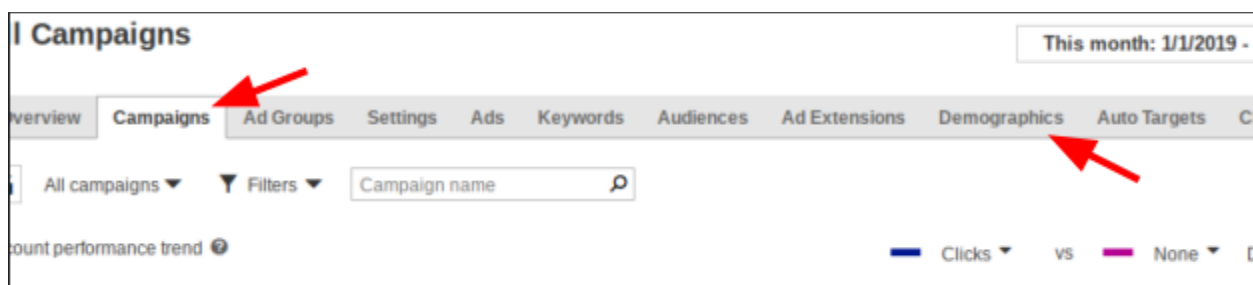
So now you have an easy blueprint to start seeing results fast. But what if there was one more “cherry on top” to give your campaigns that extra boost to magnify your results.

**An extra “push” to amplify the concentration of your targeting to get an even more augmented lead quality...**

**This is where LinkedIn Profile Targeting comes in.**

1 - Let’s step back into your campaign and add this targeting criterion. Go back to your “campaigns” dashboard and click the “demographics” tab.

**Remember you will have to have given access to this by requesting the feature as shown in section 5.2**



**You will see three subtabs:** Company, Industry, & Job Function.  
Continuing with our example above, let's say I want to target Lawyers.

The best way to do this is two-fold. We already chose the right keywords for those looking for our service. Now we will choose the "Law" industry and more specifically the "Legal services" criteria.

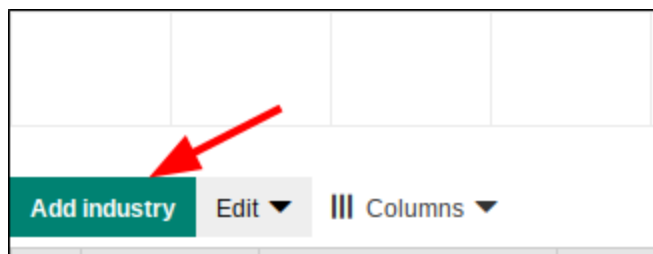
Keep in mind this criteria we are selecting from is specific data from LinkedIn profiles.

Here's what happens. If someone has anything related to "Legal services" as their industry on their LinkedIn profile, and they search your specific keyword terms - they will be served your ads!

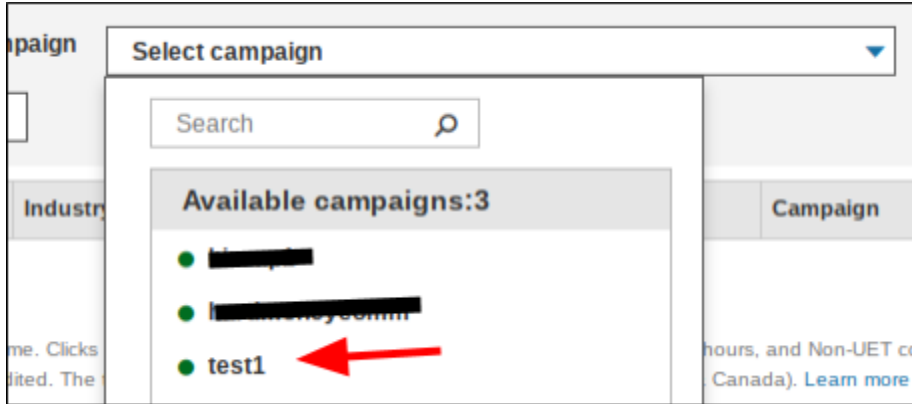
Let me show you. Select the "Industry" tab.



Now choose "Add Industry".



Choose the campaign you want to add this targeting demographic to.



Now choose “Legal” > “Legal Services”. Then increase your bid amount by 100% - 900%. For this example let’s increase your bid by 100%.

Know that you will probably not pay anywhere near this amount because it is only a maximum bid.

And if your bid is only 50 - 60 cents. You will only be paying close to a dollar at most.



That’s it!

You can add as many Companies, Industries, or Job Functions as you like, but my recommendation is to add only 1 or 2 related criteria. If you want to target another niche do this by adding a new campaign.

Also, use several ads to test what copy works best. In my experience 3 is the magic number.

## 7. You May Be Asking...?

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You may be asking... “Why can’t I target CEO’s or Company owners?”  
This is the reason your keywords are so important.

Until LinkedIn includes this criteria, your keywords will dictate who sees your ads.

Here’s what I mean.

If you were advertising Social Media Management... Only a business OWNER or a decision maker in this area would search for the keyword “Social Media Management”.

Another question you may ask... “Why wouldn’t I just use facebook since they offer specific job titles for ad targeting?”

Here’s where FB falls short. Yes, their targeting is very granular, but their click results are not. Here’s why. Even if you decided to advertise your “lead gen” service to say... prospects with “Business owner” as their job title...

... your ad will be served to those who may still not want this service (whether they are looking for lead generation services or not). It's inevitable. And some will click even if their interest is minimal resulting in a lot of activity but low-quality leads.

Meaning your ROI will truly be much higher than what the CTR statistic shows.

With search ads, which is what Bing advertising is, consumers and business owners searching the web HAVE TO BE interested in what you have to offer... Otherwise, why would they *search* for it? (If you select the right keywords and tweak your campaigns)

So if someone searches "How to get more Patient Leads".. You can rest assured that the "click" your ad generates IS in fact from someone who has a high interest in the subject.

**Resulting in a much higher lead quality than social media ads, banner ads, classified ads, and the like.**

"Mike. Why can't I target just the industries I choose?" My answer is "why would you want to?"

What's so great about the Bingdin method is you can target specific industries, job functions, and companies as a more intentional goal...

...but you can also get clicks from other businesses who might need your service.

It's like "having your cake and eating it too!"

## 8. Final Thoughts

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What is your definition of a “Top Local Consultant”? Whatever that may be, there are only a few differences between the consultant that succeeds (in his or her own eyes) or fails.

We will get back to this.

On a surface level, you will have to take action. And not just any action will do. The action has to treat two investment areas of your business.

**Your investment in time**

**Your investment in money**

This method outlines how to effectively prime the “lifeblood” pump of your business in a way that can **minimize the time factor to a fraction of what you may be spending now to generate business.**

Knowing that time IS money, the investment required for this approach can also be just a fraction of what other methods require.

... And when you have the TIME and the MONEY Factors figured out... balance in life can start to come much easier.



But really those are the only two OUTSIDE areas this method penetrates. There has to be more.

You have to mix in something deeper.

So work on the Outside WHILE working on the Inside. We talked a little about the outside, but what's the "inside" all about?

I want you to think a little **deeper** than numbers, rankings, and other consultants.

Really they have **nothing to do with you**. This may be contrary to what our minds tell us, but it's true. And often, **truths require no explanation**.

We just know it deep inside.

If you follow me so far... you are on the right track.

If this goes against your mental grain... And you're saying to yourself "that's no way to run a business... I have to know the numbers. I have to know my competition"... It's ok.

**In fact, you've shown that you are not just mediocre. You have a deep desire to be the best at what you do.**

Just keep this in your mind though.

While knowing your numbers is essential on a surface level, a deeper knowledge of what you consider "**your full potential**" is what will fuel your actions... and drive your results.



Throughout the program you may have thought “Ok if this offline marketing thing is so simple, why aren’t all the other consultants doing it?”.

I believe that the majority fall short not because of technical know-how or even lack of desire. Their intentions are good and their ability can be honed.

**The “grim reaper” for potentially great consultants is fear.**



*Fear of what others will say. Fear of risking time. Fear of risking money.  
Fear of stepping into the unknown.*

Look, for most, that fear will stick around for a while. But I want you to know that, in all likelihood, you already have the essentials for what it takes to get your first client... and then another... and another.

You just need the right direction... someone to say “Hey, this is where you start”.

**Now you know where to start.** And once you see that you can get surprisingly great results... you'll be able to duplicate those results in other areas of business.

You may eventually have a way to never worry about quality lead flow again.

Think about it. Most business people work and live on what I call “**present action dependency**”.

Their business is only as good as their present actions. How many people can I call today? How many cards can I mail? How many people can I shake hands with...

As soon as they “let up”... their business lifeblood begins to funnel backward.

This, again, is NO WAY TO LIVE, my friend.

With the method I've shown you today you can prime the pump in an automatic way in which you can finally “**let go**” of that “**present action dependency**”.

You can finally do the fundamentals. Yes, the beginning may be a grind, but eventually, you can ride the wave of just *closing deals, giving excellent service, and staying in touch with past clients.*

**Indeed, those three things alone can eventually eradicate the need for any lead generation activities and you could end up making a great living from just referrals and repeat business.**

This, to me, is the **pinnacle** of sustained business growth.



It's not a pipedream. It's being done every day by ordinary women and men who have no extraordinary selling skills, no extraordinary tech skills, and who are not extraordinarily charismatic.

***Just regular people who step out from the crowd.***

If you want to go further in relation to the "Inside" part mentioned above... just reach out to me.

As always, I am thrilled to hear from you.

Here's to your well-deserved success!

-Mike Paul

