When one have to create a high performing ad campaign it takes more than just clicking the create campaign button. This article will be a step by step guideline to the whole process of creating a ad campaign.

**How to create a Bing ad campaign**

1. Go to **Campaigns** page

2.Click the **create campaign** icon

3.Click the **appropriate goal** for the **campaign** - In that stage, if one set the right goal at the start of campaign bing will be able to show him more features. Ads features regardless of the goal you choose.

4. In this step bing will take one trough another 4 step process:

* **Campaign settings:** In this step one should choose the basic details of the campaign such as campaign name, campaign budget, Language, Location and if you are targeting by locations who should exactly see your ads.
* **Ads group and keywords:** In this step one have to choose the ads groups and keywords for the campaign. Campaigns are made up of ad groups at the same ad groups are made of related keywords.
* **Ads and ads extensions:** One have to choose ad type, creating ads and ads extension.
* **Budget and bids:** One have to review budget and bids of the campaign.

**Pausing and enabling your campaign:**

* Click the **Campaigns** page.
* On the **Campaigns** tab, in the table of campaigns, find the campaign that you want to pause or enable.
* In the status column (the column with the checkmark icon  at the top), click the drop-down arrow near your campaign's status to pause or enable your campaign.

**Confirm that your ads are enabled!**

Now that campaign is all set up, one need to make sure everything else in the account is in working order so the ads will start to display. Make sure about entering a payment method and also to check that the status of **campaigns**, **ad groups**, **ads**, and **keywords** is **Enabled** and that delivery is listed as **Eligible**.

**Optimizing:**

Campaign is now up and running. However, PPC is not a set and forget process. Campaign needs continuous care and feeding. It is important to regularly monitor campaign and make adjustments as necessary to improve its performance. A couple of things one can do at this time such as research more keywords, enter some good negative keywords, target ad groups and improve ads with dynamic text.