

#### Action steps:

1. Create your google ads account by clicking here: [ads.google.com](https://ads.google.com)
2. Click on create a new campaign
3. Choose to create a campaign without a goal
4. Choose campaign type as search
5. Choose only the search network
6. Set an end date for your campaign
7. Put your target location
8. Choose clicks in bidding strategy
9. Now in ad groups section put all the buyer intent keywords that you can create it by using this buyer intent keyword template.
10. Buy [Product]
11. Buy [Product] online
12. Where to buy [Product]
13. Where to buy [Product] online
14. New [ Product]
15. Brand new [product]
16. Best [Product]
17. Best [Product] online
18. Now for creating an ad analyze the top 5 ads of your competitors and see what they are offering.
19. Get inspiration from those top 5 ads and then create yours.
20. Boom there you go.
21. Now for bing ads, everything is similar.
22. But you need to create bing ads account in order to create your campaign.
23. You can create bing ads by clicking here: [bingads.microsoft.com](https://bingads.microsoft.com)