



Small Business Opportunity Workshop

Presented by Sean O'Connor
July 9, 2010



OUR TIME
TOGETHER

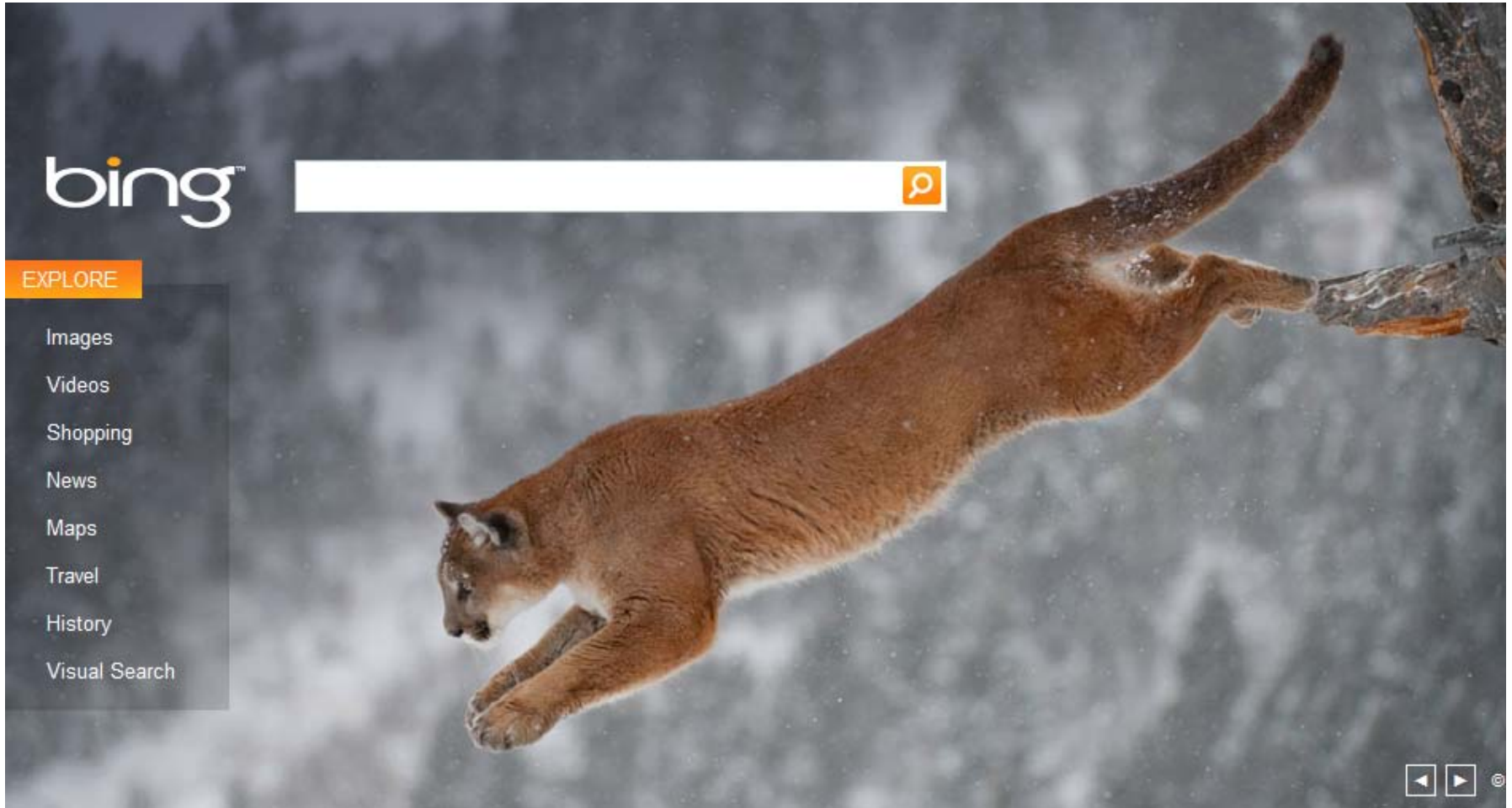
Our Audience = Your Customers

How to Reach Your Customers

Additional Microsoft Resources

93 MILLION

UNIQUE SEARCHERS MONTHLY



Source: comScore qSearch

THE NEW MSN HOMEPAGE IS SIMPLY RELEVANT

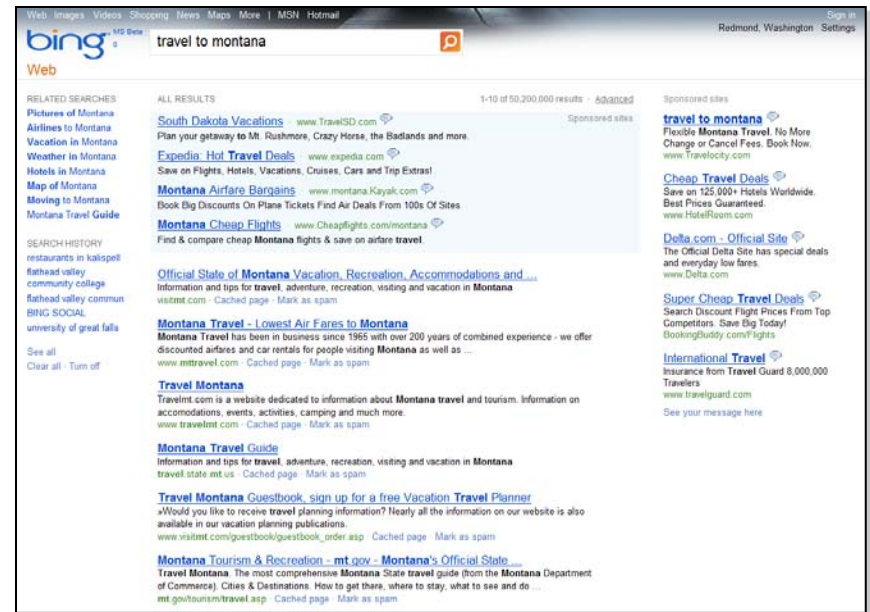
- A clean and information-rich destination provides an ideal space to create a conversation with your audience.
- MSN's premium content, innovative ad products, and a highly qualified audience offer a perfect combination to get you results.
- Integrate your campaign with Bing, Windows Live, and other networks so ads appear seamlessly throughout your audience's daily activities.

The screenshot shows the MSN homepage interface. At the top, there are links for Hotmail (182), Messenger, and Bing. The MSN logo is on the left, and a search bar with the Bing logo and 'Web Search' button is on the right. Below the search bar are navigation tabs for News, Entertainment, Sports, Money, Lifestyle, and More. A secondary row of links includes 'Make MSN my homepage' and 'Settings'. The date 'Thursday, July 8, 2010' is displayed. The main content area features a large article titled 'Where Would You Make the Most?' with a cityscape image and a list of bullet points. To the right is an advertisement for the 2010 Nissan Rogue. Below the main article is a 'MUST-SEE' section with a sub-tab for 'NEWS' and an article about 'Emmy nominations announced in L.A.' with a photo of a woman. To the right of this is a list of trending topics. At the bottom, there are tabs for 'CELEBS & GOSSIP', 'SPORTS', 'AUTOS', and 'WHAT THE ...?' with corresponding article snippets.

BING, THE DECISION ENGINE

WHERE YOUR AUDIENCE FINDS YOU

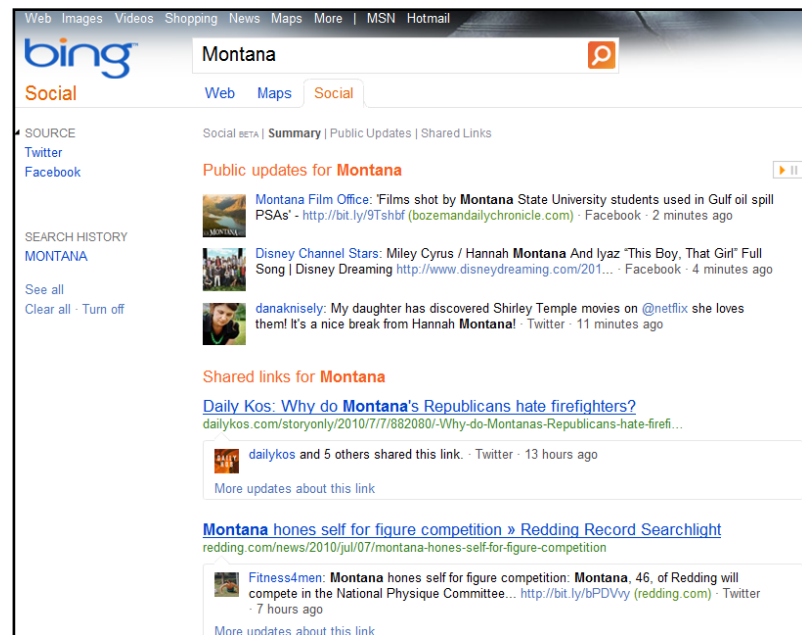
- A decision engine helps people make better choices.
- Bing has over 93 million unique searchers reaching 36.8% of the online audience in the US.¹
- Target your audience with relevant ads when it matters most on Bing.com, Bing Travel, and Bing Shopping.



1. comScore qSearch May 2010

REAL TIME TWITTER AND FACEBOOK SEARCH INTEGRATION AT BING.COM/SOCIAL

- Use Bing to easily search Twitter and Facebook real time information feed for breaking stories and popular links.
- Understand the conversations taking place in Twitter by viewing the most popular links people are sharing and comments from the most authoritative users.



BING TRAVEL

PROVIDES INSTANT ANSWERS

- Bing Travel features a simplified experience with travel search history, enhanced travel search results, and travel slideshows
- Searchers can also find interactive Bing Travel instant answers to their flight and hotel queries.
- Relevant search ads will display on the search engine results pages with enhanced travel search results, travel slide shows, and flight and hotel instant answers.

Web Images Videos Shopping News Maps More | MSN Hotmail

bing MS Beta

Travel Travel Flights Hotels Deals Destinations Resources

Flight search Flight results Flexible search

Show all 1-15 of 231 results

STOPS

- Non-stop \$425
- 1 \$553
- 2+ —

TIMES [View in grid](#)

Leave: Depart | Arrive
05:30a 11:55p

Return: Depart | Arrive
06:00a 5:10p

AIRLINES

- Alaska \$425
- Delta \$802
- United \$1278

Kalispell Montana Flights - www.alaskaair.com sponsored sites
For Great Deals On Flights to Montana Visit AlaskaAir.com Now!

Seattle, WA (SEA) to Kalispell, MT (FCA)
Fri, 7/30 - Sun, 8/1 · 1 adult · Economy · [Change search](#) · [Track fares](#)

PRICE PREDICTOR
 Tip: Buy Fares rising or steady Confidence: 55% Consider risk

Price*	Airline	Airports	Leave - Arrive	Stops	Duration
\$425	Alaska	SEA>FCA	9:20p - 11:40p	0	1h 20m econ
		FCA>SEA	6:00a - 6:30a	0	1h 30m econ

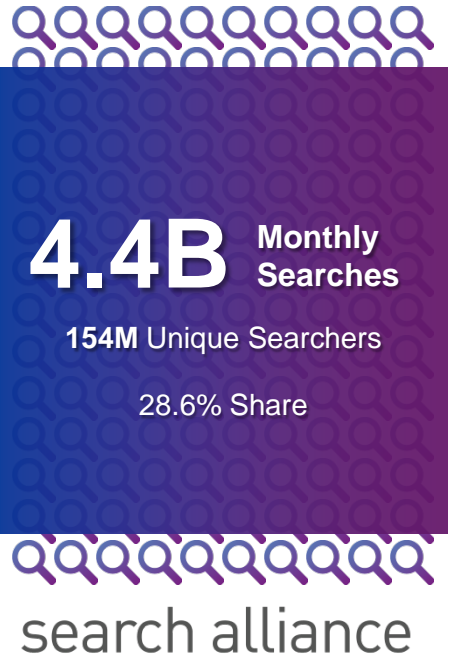
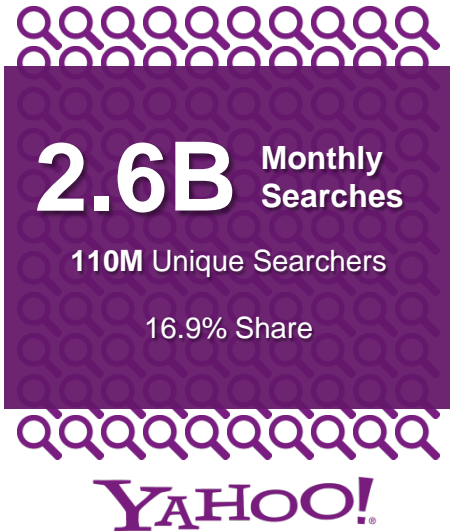
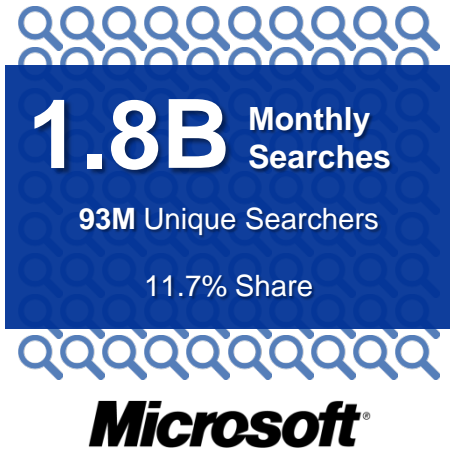
[Book with: \\$425 alaskaair.com · \\$425 orbitz.com](#)

MICROSOFT WILL POWER SEARCHES ON BING AND YAHOO

- Microsoft adCenter will be the unified search marketplace for all search campaigns.
- Microsoft will support small business advertisers.
- adCenter ad campaigns will appear on Bing and Yahoo!
- Yahoo!'s search results page will include their own content, shortcuts, and tools to make the search experience unique for users.



MORE VOLUME LESS EFFORT

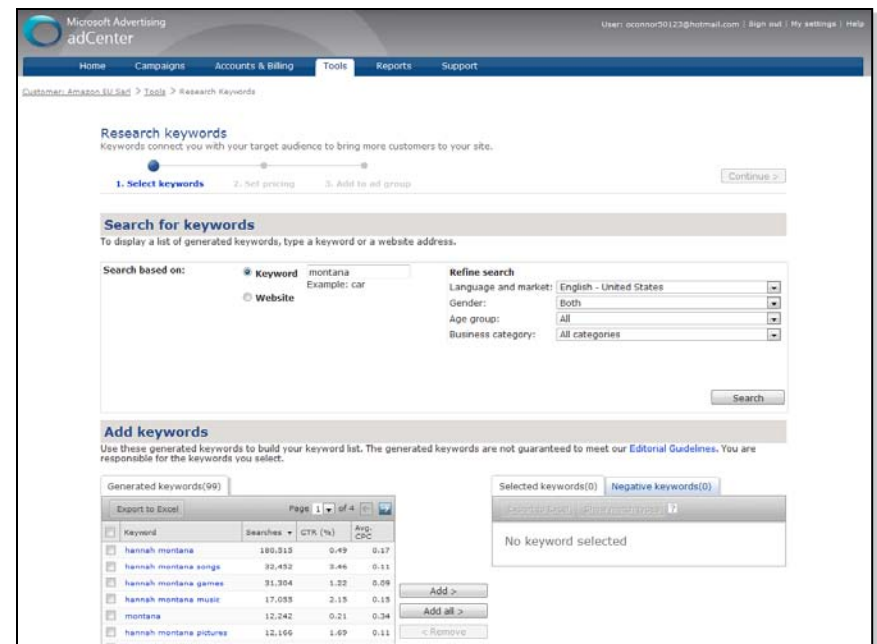


U.S. numbers shown | Nearly 561 million searchers and 10.9% search share worldwide.

Source: comScore Media Metrix March 2010

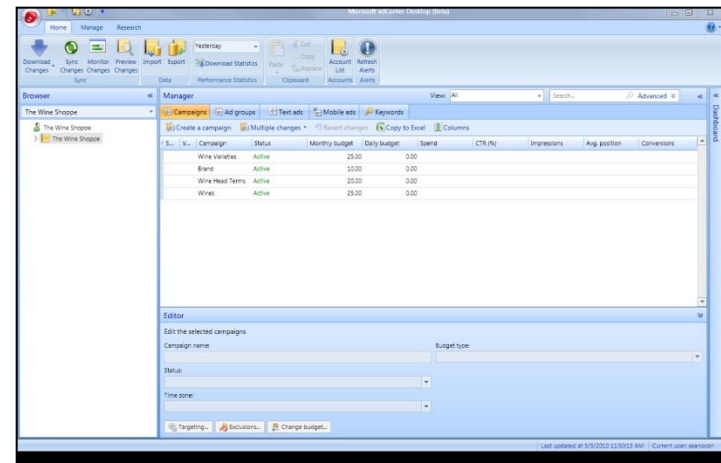
CONNECTS YOU & YOUR CUSTOMERS

- Recently updated User Interface enables you to more effectively manage your search advertising campaigns.
- Useful keyword generation and bid recommendation tools enable you to grow your business efficiently.
- Dedicated search experts are on hand to help you get up and running, optimize your account, or troubleshoot any issues.



ADCENTER DESKTOP & AD INTELLIGENCE PROVIDE INCREASED CONTROL

- adCenter Desktop allows you to manage and optimize your Microsoft adCenter paid search campaigns from your desktop
- Microsoft Advertising Intelligence is a keyword research and optimization tool that operates seamlessly in Microsoft Office Excel providing keyword expansion, research, pricing and KPI data



Keyword	Dec-2009	Jan-2010	Feb-2010	Mar-2010	Apr-2010	May-2010	Jun-2010	Jul-2010	Aug-2010	Sum
1 google	34,658,067	38,018,145	37,662,579	46,759,883	41,335,402	39,729,441	34,462,118	34,655,067	38,018,145	345,288,007
2 facebook	29,244,481	34,156,170	31,591,619	17,417,281	16,110,519	41,131,277	29,580,400	30,321,160	35,833,643	328,591,116
4 traffic	11,263,948	28,692,094	21,863,873	21,750,420	19,526,632	19,940,647	19,225,345	31,155,347	30,996,504	242,713,070
5 yahoo	12,025,432	12,751,188	12,495,388	14,054,430	13,600,153	11,618,894	11,595,292	12,025,432	12,751,188	114,289,181
6 youtube	9,797,183	10,441,739	10,325,994	10,873,779	10,635,367	12,376,177	9,252,804	9,797,183	10,441,739	81,823,926
7 facebook.com	8,178,535	10,128,958	9,791,425	9,912,372	8,785,949	7,486,960	8,961,262	9,200,359	11,415,611	83,579,793
8 yahoo.mail	6,555,022	7,399,941	7,111,288	8,114,941	7,591,101	6,966,588	6,288,344	6,555,022	7,399,941	61,261,482
9 yahoo.com	6,346,507	6,905,909	6,723,187	7,280,396	6,518,840	6,172,638	6,923,690	6,522,029	7,156,027	60,531,253
10 craigslist	5,597,688	6,429,696	6,482,638	7,506,586	6,575,914	7,394,320	5,532,923	5,597,688	6,429,696	52,927,199
11 mspace	6,800,397	6,889,924	6,131,652	6,270,634	5,550,616	5,708,952	6,708,815	6,800,397	6,889,924	57,753,349
12 facebook.login	4,980,999	6,979,798	6,979,680	7,383,388	6,281,876	6,008,727	6,613,077	6,911,329	7,118,483	59,961,429
13 gmail	2,937,684	4,261,743	4,281,045	4,849,098	4,538,703	4,668,763	4,052,432	4,940,725	4,294,000	38,830,263
14 google.rtm	3,133,081	3,928,471	3,854,588	4,386,818	4,655,499	4,081,725	4,456,073	3,911,011	3,811,011	34,771,933
15 aol	2,897,533	3,063,649	2,982,812	3,348,095	3,128,491	3,251,317	2,706,687	2,897,533	3,063,649	27,344,166
16 youtube.com	2,279,051	2,998,024	2,821,219	2,969,312	2,862,316	3,381,641	2,809,667	2,936,411	3,280,173	25,965,113
17 hotmail	2,299,620	2,479,207	2,528,898	3,892,366	3,750,219	3,501,036	2,287,493	2,327,475	2,511,462	25,570,576
18 weather	2,852,556	2,760,585	2,926,247	2,458,593	2,537,470	3,600,095	1,754,175	2,853,784	2,765,367	24,530,886
19 www.facebook.com	2,282,836	2,750,802	2,873,913	2,932,412	2,842,752	1,054,949	2,313,750	2,434,522	2,990,187	24,452,123
20 mipages	2,480,999	2,853,798	2,853,612	3,285,318	2,955,600	3,148,818	2,153,913	2,040,359	2,285,178	24,786,946
21 msn	2,298,785	2,415,254	2,356,689	2,823,683	2,468,879	2,443,811	2,233,948	2,298,785	2,415,254	21,740,272
22 www.google.com	2,194,736	2,740,915	2,587,063	2,600,996	2,611,834	1,693,728	3,166,122	2,463,930	2,843,152	21,720,613
23 you tube	2,308,964	2,503,562	2,502,342	2,444,281	2,410,708	2,506,337	2,143,690	2,308,964	2,503,562	21,622,410
24 willmart	3,244,652	1,475,346	1,460,426	1,466,865	1,199,912	1,555,124	2,469,244	1,215,136	1,478,729	17,635,430
25 wallpaper	1,779,931	1,995,713	1,883,772	2,091,006	1,912,612	2,009,404	1,649,611	1,779,931	1,895,715	16,514,811
26 wallpaper	1,927,755	2,116,880	1,902,123	1,807,113	1,690,365	1,670,493	1,607,616	1,603,027	1,603,027	16,159,533
27 www.yahoo.com	1,618,243	1,814,428	1,741,817	1,814,106	1,718,118	1,781,763	1,618,243	1,618,243	1,814,428	14,336,844

BING LOCAL

PUTS YOUR BUSINESS ON THE MAP

- It's like free advertising! The more information you provide, the easier it is for customers to find you.
- It's fast. Improve or update your listing anytime to suit your needs. There's no schedule or hassle.
- Reach your customers. Customers are already searching for what you provide. What better time to reach them?

The screenshot shows a Bing search results page for the query "restaurants in kalispell". The page features the Bing logo at the top left, navigation links for Web, Images, Videos, Shopping, News, Maps, More, MSN, and Hotmail. The search bar contains the text "restaurants in kalispell" and a magnifying glass icon. Below the search bar, there are tabs for "Web" and "Local Listings". The main content area is divided into several sections: "RELATED SEARCHES" with links like "Capers Kalispell", "Kalispell Map", "Kalispell Dining", "Kalispell Shopping", "Kalispell Real Estate", "Olive Garden Kalispell", "Kalispell Chamber of Commerce", and "Kalispell MT Restaurants"; "SEARCH HISTORY" with entries like "flathead valley community college" and "flathead valley commun"; "BING SOCIAL" with "university of great falls" and "tavosa"; "ALL RESULTS" showing "1-20 of 1,010,000 results" and a sponsored link for "Local Area Coupons" from LivingSocial.com; "Listings for restaurants near Kalispell, Montana" with a map and a list of five restaurants including "Alley Connection Restaurant", "Jagz Restaurant", "Charlie Wongs Restaurant", "Chinatown Restaurant", and "Thai Palace Restaurant"; and a "SHARE" section with icons for Facebook, Twitter, Messenger, and Email.

MICROSOFT

SMALL BUSINESS RESOURCES

Contact Me: seanocon@microsoft.com

- Sign up for adCenter – adcenter.microsoft.com
- Microsoft Advertising – advertising.microsoft.com
- Search Alliance – searchalliance.com
- Bing Local – bing.com/local
- Bing Travel – bing.com/travel
- Bing Social – bing.com/social
- Website, Email, Storage – smallbusiness.microsoft.com
- Business Products – business.microsoft.com
- Cloud Services - microsoft.com/cloud
- Microsoft Store - store.microsoft.com

