Bing Ads launches ‘fan’ community program for its most dedicated advertisers

Bing Ads is creating a community for its most enthusiastic advertisers to help advance the platform.

Thursday’s announcement from Bing Ads Community Manager Frances Donegan-Ryan says the team is looking for active users who want to engage with the community and help Bing Ads “build better products,” “push us to be innovative” and “advocate for our tools”.

These “Fans” will get benefits such as:

- the ability to network with other, globally-based search professionals
- provide feedback on problems and opportunities with the platform directly to the Bing Ads team
- access to insider news
- free goodies

Interested users can sign up at the Bing Ads fan page by providing answers to a few questions, some identification information, and their Account ID. It is unclear what the next step or communication in the process is at this time, but the page teases there will be more information soon coming via email and Twitter.

Opinions expressed in this article are those of the guest author and not necessarily Search Engine Land. Staff authors are listed here.

About The Author

Susan Wenograd is a paid media consultant, with 14 years in the digital marketing industry. While the last 10 have been primarily focused on paid media, she’s also had extensive experience in email marketing and content creation. She has worked both agency and in-house, managing multiple millions of dollars in the span of her career. She speaks internationally and blogs regularly about paid media tactics on her website.
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