

# Interview Questions for Digital Marketers

## Before Interview

- Request for a web call instead of a phone call.
- Prepare the interview questions.
- Prepare the data set for the Case Study.

## Phone Screen

- Interviewee addressed the points asked in Interview Questions.
- Elaborates on the past projects relevant to the question asked.
- Does not inflate the performance or the scale of the projects.

## Case Study or Assignment

- Identifies the problem accurately.
- Provides a clear, realistic solution.
- Candidate addressed i) objectives, ii) goals iii) performance metrics, iv) targets, v) segments in the Case Study.
- Communicates clearly, at a good pace.
- Presents the tradeoffs made for the proposed solution.
- Is able to pitch, and persuade you to adopt the proposed solution.
- Confirm with the interviewee if there are sections of the proposal that were streamlined or were not included because of the time constraint.
- It's a plus if the interviewee proactively shares that information with you.
- Demonstrates user empathy.
- No typos, poor formatting or grammatical errors.

## During Interview

- Asked meaningful questions during the interview.
- Interviewee followed up after the interview.



## Interview Question | Behavioral Questions For Freshers

### Where do you get your news on digital marketing?

Great candidates would likely follow blogs that cover more advanced topics, including websites like these:

- Distilled
- Ahrefs blog
- Backlinko
- Convince and Convert
- Occam's Razor
- eMarketer (for enterprise teams)

### Describe the value propositions that you have helped to build and communicate.

#### What was it, why did it matter, and what was the impact?

Good digital marketing candidates will be able to:

- Describe succinctly the problem that the target customer faces.
- Identify the value proposition that the candidate helped to build.
- Mention clear examples of how the value prop was communicated, and the decisions they made to communicate it in the way they did.
- Great candidates will be able to develop narratives to describe the problem and value proposition, and should have multiple examples to share.

### Examples of how one would build working processes from scratch.

Get the candidate to list the main tools they have used. Question them on the ones that you have worked with:

- What were the constraints of the tools were or what workarounds they had to develop?
- How did they move over from their existing process to the new one? What problems arose?

### What were your promotion strategies? How did they perform?

Look out for candidates who have a record of:

- Tried and tested (but hard to do) approaches. eg. Reaching out to high authority sites for external links.
- You will want to question candidates to look for those who have developed processes to scale their strategies.
- Creative methods. See if candidates have used methods that their peers in the same industries rarely try eg. implementing employee advocacy for a growing startup, or getting less common platforms like Periscope, or Quora advertising to work for them.

### How do you structure and optimize complex online campaigns, and measure its impact based upon key KPIs?

Candidates should be able to tie the campaigns back to:

- Objectives** eg. increase the customer base proportion of high-value customers.
- Goals** eg. increase high-value product conversions.
- Performance Metrics** eg. conversion rates.
- Targets** eg. +5% clickthrough rates this quarter.
- Segments** eg. new vs returning visitors.

### Have you worked on a cross-functional project? How many people did this involve or across how many different teams?

- If your company is large and requires complex workflows eg. regular use of engineering team resources, approvals from finance, get buy-in from the business teams, you may want to look out for someone who has worked in similar environments in the past.

## Technical Questions | For Freshers

### How would you calculate the conversion rate of a campaign?

[ ] Conversion rates can be calculated by dividing the number of conversions by the total ad interactions during a specific time period. If there were 10 conversions from 1,000 ad interactions, the CVR would be 1%.

### How do you calculate customer lifetime value (LTV)?

[ ] **Average purchase value** = Total revenue / Total number of purchases

[ ] **Average purchase frequency rate** = Total number of purchases / Number of unique customers  
Multiplying purchase value and frequency gives you the value of the average customer:

[ ] **Customer value** = Average purchase value \* Average purchase frequency rate

[ ] **Average customer lifespan** = Average number of years a customer purchases from your company  
Multiplying average lifespan and value per customer will give you LTV:

[ ] **Customer lifetime value** = Customer value \* Average customer lifespan

## Interview Questions for Experienced Digital Marketers | Behavioral Questions For Experienced Marketers

**Give us an example of a go-to-market strategy that you implemented for a product. How did you learn about the user or end customer?**

Experienced candidates should be able to mention more than one of these methods, and state which aspects of the product will be addressed by each program:

- Beta program
- Quick focus group
- Detailed survey
- Simple A/B test
- Multivariate test
- User interviews

**Which marketing levers do you pull?**

Good answers would include the following attributes:

- Time:** the time it would take to get done
- Effort:** how easy or difficult it would be
- Investment:** how much it will actually cost to complete
- Profit or Potential ROI**
- Projected Results**

**If you have an engineering team to support your work, how would you use them?**

Check with the candidate on types of collaborative work he or she has done with engineering teams:

- Analytics.** This usually helps to indicate how data-driven the candidate is in approaching marketing.
- Surveys.** Check with the candidate on the depth of survey. Whether it's basic like Net Promoter Scores, or complex.
- Lead Generation Tools.** These include calculators, comparison tools, interactive sites or other software widgets.
- Third-Party Customer Interaction Tools.** eg. Chat widgets like Intercom.

## Technical Questions | For Experienced Digital Marketers

**What are some of the tools that you use? How did you select these tools?**

Candidates should be able to articulate the stack they use depending on their key function:

- CRM:** Salesforce, Microsoft Dynamics
- Marketing Automation:** Infusionsoft, Hubspot, Marketo
- Email Marketing:** MailChimp, Get Response, Campaign Monitor
- Social Media Marketing:** HootSuite, Sprout Social
- SEO:** Ahrefs, SEMRush, Screaming Frog
- CMS:** WordPress, Contentful
- Analytics:** Google Analytics, Mixpanel, Google Tag Manager, Google Data Studio

**How do you detect patterns in audience data? What reports or analytics matter to you?**

A few possible scenarios:

- Highlight the e-commerce products that customers want at any given time.
- Recommend the highest value products to customers most likely to buy.
- Determine customers most likely to ask for returns.

## Interview Questions For Marketing Managers | Behavioral Questions For Managers

### How do you identify optimization potential and make best practice recommendations?

- [ ] To identify optimization potential, the candidate should respond along these lines :  
"I would outline each step in the activity execution process. From how we should gather data, to the information that we report. This way it helps everyone involved focus on what to measure and which audiences to serve. Which will help us prioritize our optimization roadmap and report the right data."

Great managers should then show a track record of getting buy-in within the organization. They should outline tactics they have used to get people excited about optimization initiatives. Some tactics you may want to look for include:

- [ ] Demos of successful optimization programs
- [ ] Approaching the most receptive stakeholders / teams to get their buy in
- [ ] Host events to share tests and personalization activities
- [ ] Show that you understand what their KPIs are, and what they care about. Hint at the added ROI that would make a difference for them, and tie them to credible examples.
- [ ] Let people guess which experience won or how much lift a personalization activity generated, and reward those who guessed correctly.
- [ ] Give credit to individuals who conceived of optimization ideas that produced big winners.

### How do you communicate recommendations to your management and your team using data and reporting?

When they communicate the metrics applicable to senior management, they may want to display KPIs such as:

- [ ] Sessions vs. New sessions
- [ ] Revenue and Recurring Revenue
- [ ] ROI or ROAS (Return on advertising spend)
- [ ] Customer Lifetime Value
- [ ] Customer Acquisition Cost