

Digital Marketing Executive Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for: Domain knowledge, Knowledge of marketing tools and software.

Soft skills to look for: Communication skills, Creativity.

Pro Tip : Always screen before you interview. Use Online Assessment to screen applicants for an email marketing associate position before blocking your time for an in-person interview.

Compilation of Digital Marketing Executive Interview Questions

Role specific questions to ask a digital marketing executive



What are the different types of digital marketing?

Purpose of this question: The question helps in testing the knowledge of the candidate.

What to listen for in candidate response: Candidate should specifically answer about all the different types of digital marketing that they're familiar with.



What is the importance of keyword research in SEO?

Purpose of this question: The question is designed to test the knowledge of the candidate.

What to listen for in candidate response: Listen to specific terms that explain the meaning of keyword research and its importance.



How does keywords help in optimizing the rankings of the website?

Purpose of this question: The question helps in testing the competence of the candidate.

What to listen for in candidate response: Listen for specific terms which show that the candidate has knowledge about the concept.



What are the digital marketing tools that you're familiar with?

Purpose of this question: The question is designed to test the skills and competence of the candidate.

What to listen for in candidate response: Candidate should explain all the tools that they use and why.



What would you do to increase the conversion rate for our website?

Purpose of this question: The question helps in testing the competence of the candidate.

What to listen for in candidate response: Top candidates provide a practical strategy that is based upon your needs.



What are your views regarding the importance of email marketing?

Purpose of this question: The question points at the level of competence of the candidate.

What to listen for in candidate response: Top candidates explain how email marketing has helped them in the past.



What is conversion optimization?

Purpose of this question: The question allows you to test the knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms which explain the meaning of conversion optimization.



How do you measure ROI of your campaigns on different channels?

Purpose of this question: The question is designed to see if the candidate has adequate knowledge and skills about their field or not.

What to listen for in candidate response: Top candidates will explain their own process but you should focus on data driven answers from the candidate's past experience.



Can you tell us the difference between inbound marketing and outbound marketing.

Purpose of this question: The question helps in testing the knowledge and competence level of the candidate.

What to listen for in candidate response: Pay attention to the candidate's selection of words to explain the difference and see if they can explain it with ease or not.



Please explain about the different types of SEO

Purpose of this question: The question points towards the skill level of the candidate.

What to listen for in candidate response: Listen for the candidate's explanation and pay attention to their selection of words to describe the different types of SEO.

Situational Interview Questions



Tell us about your most successful campaign.

Purpose of this question: The question helps in understanding about the skill set of the candidate from their past experience.

What to listen for in candidate response: Top candidates elaborate a little upon why their particular campaign was so successful.



If you had to, what would you do to increase the traffic on our website?

Purpose of this question: The question puts the candidate in a real life job like position and helps in judging the decision making skills of the candidate.

What to listen for in candidate response: Top candidates will provide you with a realistic approach based upon your needs.



Why did you pursue the field of digital marketing?

Purpose of this question: The question helps you in understanding the mindset of the candidate towards their career in a better manner.

What to listen for in candidate response: Pay attention to the delta in the story of the candidate and keep asking questions in between to verify if it's true or not.



What was your least successful campaign? What did you learn from it?

Purpose of this question: The question helps in understanding how well the candidate responds to failure.

What to listen for in candidate response: Top candidates own up to their mistake and explain how they have overcome that phase in their career by learning from that mistake.



What are your views on digital marketing completely replacing the traditional marketing methods?

Purpose of this question: The question helps in testing the analytical skills of the candidate.

What to listen for in candidate response: Candidates should concisely talk about the pros and cons of both types of marketing and not give any biased opinions.



Have you ever been asked to do something unethical? What was your reaction to it?

Purpose of this question: The question helps in understanding the ethical decision making of the candidate.

What to listen for in candidate response: Top candidates explain about their actual experience and explain their response.



What drove you to the digital marketing industry?

Purpose of this question: The question allows you to understand the mindset of the candidate regarding their work.

What to listen for in candidate response: Pay attention to the story of the candidate and look for cues which show that their story is true.



How do you think digital marketing is going to grow and take over traditional marketing completely?

Purpose of this question: The question helps in testing the analytical knowledge of the candidate.

What to listen for in candidate response: Top candidates explain how digital marketing has already made a big dent in the traditional marketing industry and go on by explaining how it is expected to grow in a practical manner.



How do you attract potential customers for a new business using social media channels?

Purpose of this question: The question is designed to test the competence of the individual.

What to listen for in candidate response: Top candidates explain practical ways of achieving so given the resources and thereby altering their approaches based on your needs.



What do you think are some of the mistakes that our company is currently making regarding digital marketing?

Purpose of this question: The question helps in testing the knowledge as well as the skill level of the candidate.

What to listen for in candidate response: Top candidates will tell the truth even if it may sound offensive but they will state all the things they think are wrong with your digital marketing strategy.

Start Optimizing your Digital Marketing Executive Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a digital marketing specific position, then they're obviously not a great fit.

To understand what type of answers and responses set apart the good candidates from the great candidates, Download the complete PDF.

Prepared and Curated by Xobin Team

