

# Digital Marketing Manager Interview 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:** Knowledge of digital marketing tools, paid ads, SEO.

**Soft skills to look for:** Communication skills, Team worker, consistency.

**Pro Tip :** Always screen before you interview. Use [Online Assessment to screen applicants for a digital marketing manager position](#) before blocking your time for an in-person interview.

## Compilation of Digital Marketing Manager Interview Questions

### Role specific questions to ask a Digital Marketing manager



What are the different tools and software that you're familiar with?

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

**What to listen for in candidate response:** Listen for the specific tools and software that the candidate mentions.

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Can you please elaborate on your usual SEO strategy.

**Purpose of this question:** The question allows you to understand the style of working of the candidate.

**What to listen for in candidate response:** The candidate should share the highlights of their SEO strategy and show how this strategy has achieved them results.

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What do you understand about marketing automation?

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

**What to listen for in candidate response:** Listen for the specific terms that explain the meaning of marketing automation.

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What according to you is the biggest challenge in digital marketing?

**Purpose of this question:** The question helps in understanding if the candidate is familiar with the industry to it's very depth.

**What to listen for in candidate response:** Pay attention to the reason that the candidate gives to this question.

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How do you develop a social media campaign?

**Purpose of this question:** The question helps in determining the skill level of the candidate.

**What to listen for in candidate response:** Candidate should explain their personal process of developing a social media campaign and even provide examples from their past experiences.

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What according to you are the characteristics of a successful social media campaign?

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

**What to listen for in candidate response:** Listen for the specific characteristics that the candidate mentions.

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What according to you is your digital marketing philosophy?

**Purpose of this question:** The question is designed to understand the mindset of the candidate in terms of a digital marketer.

**What to listen for in candidate response:** The candidate should explain their philosophy in simple terms and show how that philosophy has helped them in their career so far.

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What according to you are some of the most important qualities that a digital marketer should have?

**Purpose of this question:** The question helps in testing the analytical skills of the candidate as well as the knowledge of the candidate.

**What to listen for in candidate response:** Listen for the specific qualities that candidate mentions and pay attention to their reason for saying so.

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What is the difference between inbound and outbound marketing? Which is the more effective way of marketing?

**Purpose of this question:** The question helps in determining the knowledge and competence of the candidate.

**What to listen for in candidate response:** Pay attention to the reason of the candidate for focusing on a particular type of marketing.



What are different strategies you use for increasing the ranking of a website?

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

**What to listen for in candidate response:** Candidates should explain their strategies and how those strategies have helped them so far.

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## Situational Interview Questions



Tell us about your most successful campaign.

**Purpose of this question:** the question helps in determining the skill level of the candidate.

**What to listen for in candidate response:** Candidate should explain about their most successful campaign in a very interesting manner.



Tell us about your least successful campaign. What did you learn from it?

**Purpose of this question:** The question is designed to understand how the candidate reacts to their mistake.

**What to listen for in candidate response:** The candidate should freely speak about their mistakes and show how they learnt from it.

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Have you ever managed a team of marketing employees under you? If yes, tell us about that experience.

**Purpose of this question:** The question helps in determining the leadership skills of the candidate since this job role requires a person with excellent leadership skills.

**What to listen for in candidate response:** Listen to the candidate's experience of managing a team and look for cues as to how it turned out.

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Describe your experience of building a sales funnel from scratch.

**Purpose of this question:** The question helps in determining the abilities of the candidate as a digital marketing manager.

**What to listen for in candidate response:** Listen for the experience of the candidate and look for cues which show their ability to fit in at your company.

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How do you handle negative feedback from a client or company?

**Purpose of this question:** The question helps in understanding the candidate's approach towards negative feedback since negative feedback is a huge role of any job.

**What to listen for in candidate response:** Top candidates usually receive feedback in a really good way, be it positive or negative.

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Have you ever had any disagreements regarding the digital marketing strategies with your superiors? How did you deal with it?

**Purpose of this question:** The question allows you to understand the decision making skills of the candidate.

**What to listen for in candidate response:** Candidates should explain thoroughly how they were able to find a common ground in their disagreement and how it all turned out.

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Tell us how you deal with the digital marketing budgets.

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

**What to listen for in candidate response:** The candidate should explain in detail about how they go about allocating the budget and what they do when they have budget constraints and provide their personal experience to make it more authentic.

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Tell us about your experience of running a collaborative marketing campaign.

**Purpose of this question:** The question is designed to gain a deeper insight into the candidate and assess their competence as a digital marketer.

**What to listen for in candidate response:** Listen for the candidate's experience and pay attention to any data that the candidate mentions to verify the information.

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What would you do if you were asked to resort to any unethical means of marketing?

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

**What to listen for in candidate response:** Candidate should usually respond with a no and tell us about an experience when they made an ethical decision.

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Tell us about a time when you managed your own team.

**Purpose of this question:** The question helps in assessing the team building skill of the candidate and helps in understanding how well can the candidate manage their own team.

**What to listen for in candidate response:** The candidate should explain their experience of managing their team and what were the challenges they faced in that or how effectively were they able to do it.

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### **Start Optimizing your Digital Marketing Manager 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

