

Email Marketing Associate 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 compliances, segmentation and personalization

Soft skills to look for: Creativity, written communication, planning.

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 Email Marketing Associate Interview Questions

Role specific interview questions to ask an Email Marketing Associate



What is email deliverability?

Purpose of this question: The question is asked for the purpose of measuring how well the candidate knows about the basic terms of the job.

What to listen for in candidate response: The question is a knowledge based question and requires a straightforward answer as to what is email deliverability in simple terms.



Tell us what email marketing is in the simplest form.

Purpose of this question: The question helps in analysing the candidate's understanding about email marketing.

What to listen for in candidate response: Top candidates explain email marketing using simple terms.



Tell us about the different types of email campaigns.

Purpose of this question: The question is designed to understand the scope of knowledge of the candidate regarding email marketing.

What to listen for in candidate response: Candidates should consciously explain the different campaigns and also tell which of the campaigns they have actually implemented.



What according to you is the best time for sending emails.

Purpose of this question: The question helps in understanding the approach of the candidate towards email marketing.

What to listen for in candidate response: Top candidates give their own reasons as to why they think a particular time is best. As a recruiter you should look for data driven answers.



What are the merits and demerits of email marketing?

Purpose of this question: This question helps in analysing if the candidate is aware of different sides of email marketing.

What to listen for in candidate response: Listen to the reasons for which the candidate says the merits or demerits of email marketing.



What is the unsubscribe rate and click through rates?

Purpose of this question: The question is designed to analyse the scope of skill if the candidate as an email marketer.

What to listen for in candidate response: The candidate should explain the two terms in a simple way quickly since both these terms are very basic by their nature.



What is A/B testing in email marketing?

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

What to listen for in candidate response: Candidates should consciously explain the concept in detail and also tell if they have implemented it in their past experiences or not.



What is an email header?

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

What to listen for in candidate response: Candidates should provide a straightforward answer



What is hard bounce and soft bounce email and explain their difference.

Purpose of this question: The question is designed to test the practical skills as well as knowledge of the candidate.

What to listen for in candidate response: Candidates should precisely explain this concept and you should look for cues if the candidate is confident with the concept or not.



How to grow the subscriber list?

Purpose of this question: The question helps in testing the candidate skills and also helps in knowing if they have grown any subscriber list in the past or not.

What to listen for in candidate response: Candidates will provide different types of answers but you should only focus on data driven answers.

Situational Interview Questions to ask an Email Marketing Associate



Tell us about your most successful email campaign.

Purpose of this question: The question is designed to understand the past experience of the candidate and what they have achieved.

What to listen for in candidate response: You should solely focus on data driven answers as it will help you to assess the candidate in a better way.



What were some of the unique things you used in your most successful email campaign?

Purpose of this question: The question is designed to analyse the creativity of the candidate.

What to listen for in candidate response: Top candidates explain their creative ways and it helped them in their campaign.



Tell us about a time where you put all your work into creating a campaign and it failed. How did you react to it?

Purpose of this question: The question is designed to understand how well the candidate responds to failure.

What to listen for in candidate response: Listen for particular evidences in the candidate's answer which might tell if their response consists of truth



How do you cope with the success or failure of your email campaigns?

Purpose of this question: This question helps in understanding the mindset of the candidate towards email marketing.

What to listen for in candidate response: Top candidates provide some data driven answers along with their respective reasons.



How do you perceive your campaign as a success or a failure?

Purpose of this question: The question is designed to understand the approach of the candidate towards their campaigns.

What to listen for in candidate response: Top candidates explain their answer with the reasons and evidence from past experiences.



What would you do if you had to create an email campaign for a completely new startup with no subscriber list.

Purpose of this question: The question helps in analysing the skill level of the candidate

What to listen for in candidate response: The candidate should clearly explain a practical strategy and as a recruiter you should look for cues which show the level of confidence in the candidate.



Have you ever created an email campaign for something you don't understand? If yes, how did you manage that?

Purpose of this question: The question allows you to understand how well the candidate works in challenging situations.

What to listen for in candidate response: Top candidates explain how they went about the whole process of figuring out something new.



What would you do if a campaign keeps on failing after repeated tries?

Purpose of this question: The question is designed to understand how the candidate copes up with the failures.

What to listen for in candidate response: Top candidates will provide an executable strategy for managing their failures.



What would you do if your client asks you to indulge in some unethical marketing practices

Purpose of this question: The question is designed to analyse the ethical decision making of the candidate.

What to listen for in candidate response: Top candidates will show that they will not include themselves in any unethical decisions and actually provide some evidence of their ethical personality.

Start Optimizing your Email Marketing Associate 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 an email 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

