

# Media Planner 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:** Digital marketing skills, statistical analysis.

**Soft skills to look for:** team work, communication skills, etc.

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

## Compilation of Media Planner Interview Questions

### **Role specific interview questions to ask a Media Planner**



Explain the meaning of media planning in the most simple terms.

**Purpose of this question:** The question helps in understanding if the candidate has a good command over the understanding of their field.

**What to listen for in candidate response:** Listen to the candidate's selection of specific terms which explain the meaning of the concept.

---



Please explain the difference between media planning and media buying.

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

**What to listen for in candidate response:** Listen for specific terms which help in understanding the difference between the two.

---



What is the process that you follow in selecting the social media channels?

**Purpose of this question:** The question allows you to analyse the skill level of the candidate.

**What to listen for in candidate response:** Top candidates provide their actual strategy that they follow and give evidence as to how it has worked for them so far.

---



What are some of the tracking and analytical tools that you're familiar with?

**Purpose of this question:** This question points towards the competence of the candidate as a media planner.

**What to listen for in candidate response:** Listen for the particular tools that the candidate mentions in their answer.

---



What is the process that you follow while allocating the budget for social media channels?

**Purpose of this question:** The question is designed to test the competence level of the candidate.

**What to listen for in candidate response:** Listen for data driven answers as to how the candidate has allocated their budget in the past and how they have received the results.

---



Which is the best social media channel for running paid ads?

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

**What to listen for in candidate response:** Listen for the reason the candidate gives for selecting one best channel for running paid ads.

---



How do you incorporate customer feedback into your campaigns?

**Purpose of this question:** The question points to the knowledge and competence of the candidate.

**What to listen for in candidate response:** Listen to how the candidate has incorporated customer feedback into their past experiences.

---



What are the metrics you use to track the campaign?

**Purpose of this question:** The question allows you to test the level of competence of the candidate.

**What to listen for in candidate response:** The candidate should provide the name of different metrics they think are important with an appropriate reason.

---



How would you measure the success or failure of a campaign?

**Purpose of this question:** This question allows you to test the judgement ability of the candidate.

**What to listen for in candidate response:** Listen to how the candidate responds and pay attention to their reasons for this question.

---

## Situational Judgement Questions



What would you do if you had to create a campaign with a really low budget?

**Purpose of this question:** The question is used to test the skill level and adaptiveness of the candidate.

**What to listen for in candidate response:** Pay attention to how well the candidate adapts to this question and provides a realistic answer.

---



What would you do if you had to limit your advertising campaigns just to your state or country?

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

**What to listen for in candidate response:** Candidates should concisely explain their strategy along with reasons as to why they think it'll work.

---



Tell us about your most successful campaign.

**Purpose of this question:** This question helps in understanding about their skill level through their past experience.

**What to listen for in candidate response:** The candidate should explain about their most successful campaign in detail.

---



If you were to work for us, what would be the social media channels that you would suggest to us.

**Purpose of this question:** The question puts the candidate in a real life job situation and tests them on their decision making skills.

**What to listen for in candidate response:** Top candidates ask many questions to get more clarity and provide a realistic answer.

---



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

**Purpose of this question:** The question is designed to understand how well the candidate learns from their mistakes.

**What to listen for in candidate response:** Top candidates take responsibility and explain what went wrong. They also show some evidence as to how they learnt from that mistake.

---



If you were running campaigns for our company, which were the social media channels that you would tap on to?

**Purpose of this question:** The question is designed to judge the decision making skills of the candidate.

**What to listen for in candidate response:** The candidate should give proper reason for the social media channels they mention in their answer.

---



If an ongoing advertisement campaign suddenly starts showing signs of less effectiveness, what would you do?

**Purpose of this question:** The question is designed to analyse the skill level of a candidate in a better manner.

**What to listen for in candidate response:** Top candidates will mention some of the practical suggestions with which they'll be able to increase the effectiveness of the program such as analysing the root cause of the problem and then treating it from its base.

---



What would be your strategy if your sole motive was to increase the revenue of a company?

**Purpose of this question:** This question helps in understanding if the candidate can adapt their answer to a variety of situations.

**What to listen for in candidate response:** Top candidates will provide a mix of strategies which they might employ and you have to pay attention to if it'll actually be of some benefit or not.

---



What would you do if you continuously keep on getting bad customer feedback?

**Purpose of this question:** The question helps in understanding how the candidate reacts towards failures.

**What to listen for in candidate response:** Top candidates will try to find the reason behind the unhappiness of the candidates and will give a solution accordingly.

---



Tell us about the most unique idea you had in media planning.

**Purpose of this question:** The question helps in analysing the uniqueness of the candidate.

**What to listen for in candidate response:** Top candidates will tell you about their unique idea along with how it turned out.

---

**Start Optimizing your Media Planner 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 media planner specific position, then they're obviously not a great fit.

Prepared and Curated by Xobin Team

