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Marketing Interviewing Made Easy: The Questions to Ask

Ensuring you are bringing the best marketing talent into the business is paramount, and to do that means you have to qualify them thoroughly across different factors.

Being armoured with the right questions to unearth the information you need to make the right decision time after time is crucial.

On the following pages we have a master list of questions that enable you to paint a full picture of their capabilities and ultimately secure the top candidates in the market.



Getting Them Talking and Encouraging Storytelling

- Tell me about yourself.
- Can you walk me through your CV?
- What do you know about our company already?
- Can you describe your current role and what a typical day would look like for you?

Management and Leadership Skills

- Tell me about your current [or previous] marketing team you assembled, the roles that existed in the team, and why those positions were hired for in line with the strategy.
- How would you describe your management style?
- Talk to me about a time you had to deal with conflict in a team you managed and how you handled it.
- What team and individual metrics and KPIs do you think are important to track and why?
- How do you ensure that new team members you hire into your team are the right fit?
- What role do you think agencies should play, and how do you manage those external resources?
- Based on your experience and what you know about us, what do you see as the biggest challenges and opportunities when it comes to marketing our solutions?

Finding their Motivation

- What is it about our company that feels most attractive to you?
- What is the most rewarding part of your role?
- What are the most important things for you when considering a prospective employer?
- What attracts you to the opportunity to work in this role?
- What made you first choose a career in marketing?

Personal and Career Development Goals

- What would you like to achieve in your career?
- Do you see yourself in a marketing leadership position in the future? Why would that be/not be attractive?
- What was the last thing you read, podcast you listened to or webinar you watched that made a strong impression on you and how?

Coachability and Self-Awareness

- If you had a magic wand what would you change or have done differently to have performed better? (This could be personal reflection, a change in resources available to them, or other company changes etc.)
- What do you see as your core strengths that set you apart from other candidates with similar backgrounds to you?
- What has been an area you were historically weaker at – and how did you go about improving?
- What feedback have you been given recently from your current manager and how have you responded or made changes?
- If you recall a marketing campaign you have run, what could you have done differently to improve the results?

Budgets and Stakeholder Management

- Are you responsible for a marketing budget?
- Talk to me about the process of developing a budget
- How would you prioritise spend on marketing?
- How do you evangelise marketing internally and get stakeholder buy-in?
- What do you find are the biggest challenges with aligning everyone on the marketing strategy? How do you overcome that?

SEO

- Talk to me about your SEO experience.
- What technologies have you experience with for SEO?
- How did you learn SEO? What certifications do you have and how have you implements any training into your work?
- Technical Questions: What is [bounce rate/LSI/backlinks/anchor texts/TLD/ccTLD/Google Ranking Factors/meta tags?]
- What do you see for the future of SEO? How do you stay up-to-date and ahead of the curve with SEO?

PPC

- Talk to me about your PPC experience.
- What technologies have you experience with for PPC?
- Talk to me about a time you improved conversion rates and how you achieved that.
- How do you prioritise spend across platforms?
- How did you learn PPC? What certifications do you have, and how have you implemented any training into your work?
- Technical Questions: What is [ROAS/Quality Score/actual CPC/conversion rates/remarketing audience/conversion optimiser/CTR/OSI]?
- What do you see for the future of PPC? How do you stay up-to-date and ahead of the curve with PPC?

Content Marketing

- Talk to me about your Content Marketing experience.
- What technologies have you experience with for Content Marketing?
- How have you been measured on success and how did you perform?
- What is the process you go through from content plan to execution to analysing the results?
- From what you know about us, what do you think is our company's voice?
- Talk to me about how you collaborate with other marketing colleagues to maximise the results from the content?

Social Media Marketing

- Talk to me about your Social Media Marketing experience.
- What technologies have you experience with for SMM?
- Based on what you know about our business, how do you think we should use and improve our SMM?
- How have you been measured on success and how did you perform?
- Describe your most successful campaign. What did you learn? Would you have don anything differently to improve results further?
- Technical Questions: What is [a social media calendar/organic traffic/paid traffic/social account plan/CTR/crowdsourcing/engagement rate/native advertising/UGC]?
- What do you see for the future of SMM? How do you stay up-to-date and ahead of the curve with SMM?

Email Marketing

- Talk to me about your Email Marketing experience.
- What marketing automation platforms and other technologies have you experience with for Email Marketing?
- Talk to me about a campaign you are proud of. What made it successful? What did you learn? What would you do differently to improve the results further?
- What is the process you go through from the campaign planning to execution to analysis results?
- What make up the attributes of a successful campaign?
- Technical questions: What is [hard and soft bounces/ mailability vs deliverability/demographic vs firmographic/ marketing attribution/campaign influence]?
- Talk to me about your email design experience. Do you purely use drag and drop design or do have you experience with HTML or CSS?

PR and Communications

- What is the goal of PR and Communications?
- What are the attributes you think are necessary to be successful in PR and Communications? Can you give me examples of how you possess those attributes?
- Talk to me about the process you go through to build relationships with the media.
- How do you leverage social media to optimise your PR distribution?
- How have you been measured and performed?

Events

- Talk to me about your Events Marketing experience.
- Walk me through the events planning process.
- What event planning and wider technologies do you have experience of for Event Marketing?
- Talk to me about an event you are proud of. What made it successful? What did you learn? What would you do differently next time to improve the results?
- If you noticed that attendance was low for an upcoming event, what steps would you take to increase attendance?
- How do you collaborate with marketing colleagues and wider stakeholders such as sales to make events successful?
- From what you know about us, what events would you recommend we attend and/or what events would you recommend we set up? (e.g. conferences, trade shows, webinars, breakfasts.)
- What do you see for the future of event marketing both online and physical?

Growth Hacking

- Talk to me about your Growth Hacking experience.
- What competitor analysis and other technologies have you experience with for Growth Hacking?
- Talk to me about your process of A/B testing. Give an example of how you have used A/B testing to yield improved results.
- What do you think are the most important aspects of digital marketing?
- Talk to me about how you collaborate with marketing colleagues, and wider stakeholders.
- What experience do you have of running campaigns from cradle-to-grave?
- From your experience, what do you see as the most successful channels? How do you stay up-to-date and ahead of the curve?

Product Marketing

- Talk to me about your Product Marketing experience.
- Tell me about a product launch you are most proud of. What did you learn? What would you do differently next time to improve results?
- Can you explain your product launch process?
- Can you describe a time where you had to pivot or change the strategy?
- How do you help ensure that sales, marketing, and wider relevant stakeholders are positioning a product correctly?
- Can you think of a good product that is marketed badly? What would you do to market it better?
- How do you go about measuring the success of a product launch?
- To what extent is product marketing responsible for reducing customer churn? How have you helped increase customer retention in the past?
- What do you see for the future of product marketing? How do you stay up-to-date and ahead of the curve?

Account Based Marketing

- Talk to me about your ABM experience.
- What technologies have you used to support with ABM?
- Describe an ABM campaign you are proud of. What did you learn? What would you do differently next time to improve results?
- Talk to me about the process you go through to determine which are the target accounts.
- What are the key attributes to ensure an ABM strategy is successful?
- Do you feel that an ABM focus should replace traditional demand generation or compliment it?
- How has your success been measured and how did you perform?
- How do you collaborate with sales and wider marketing colleagues to drive revenue through your ABM activities?
- From what you know about our business, how quickly would you expect to see results?
- What do you see for the future of ABM? How do you stay up-to-date and ahead of the curve?

Smmarketing and Revenue Centricity

- How do you collaborate with the sales team?
- How do you foster strong working relationships with sales, customer success, product management and wider stakeholders?
- Why is marketing important to an organisation?
- What is more important: having a marketing department focused on creativity or return on investment?

Teamwork and Work Management

- Can you describe an example of where you used internal resources to help you make a campaign or project as successful as possible?
- Do our values align with how you like to work?
- What methods do you use to keep on track of your work? Do you use digital to do lists, paper versions, time blocking, CRM tasks or other personal effectiveness techniques?
- How do you prioritise your activity?



If this guide to the top marketing interview questions to ask raises any questions, or you simply want to know more about how we help tech companies scale their commercial teams, then get in touch with us at:

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