Marketing interview question bank

Practice questions for digital marketing, social media and analytics roles.

PLANNING AND JUDGMENT

Walk me through a campaign or project you planned from start to finish.
How do you decide which channel deserves the most attention?
What would you do in your first month in this role?
Tell me about a time a plan changed at short notice.
How do you decide when a piece of content is ready to publish?

DATA AND MEASUREMENT

Which metrics would you use to judge this role?
Explain a dashboard you built or used to someone non-technical.
Tell me about a time the numbers surprised you.
How would you check whether a drop in traffic was a tracking problem?
What is the difference between correlation and causation in marketing?

COLLABORATION AND COMMUNICATION

How do you handle feedback on work you care about?
Tell me about a disagreement with a colleague and how it was resolved.
How do you explain a delay without losing trust?
How do you keep stakeholders informed during a long project?

QUESTIONS FOR THE INTERVIEWER

What does success look like in the first three months?
Which metrics does the team use to judge this work?
Who approves content, and what is the usual turnaround?
What is one thing the team is trying to improve this year?

Placeholder resource from Social Magent. socialmagent.online