

Digital Marketing Executive Job Interview Questions And Answers



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Digital Marketing Executive Interview Questions And Answers Guide.

Question - 1:

What is your salary expectations?

Ans:

A loaded question. A nasty little game that you will probably lose if you answer first. So, do not answer it. Instead, say something like, That's a tough question. Can you tell me the range for this position?

In most cases, the interviewer, taken off guard, will tell you. If not, say that it can depend on the details of the job. Then give a wide range.

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Question - 2:

What Do You Think You Bring to the Company?

Ans:

This common job interview question is often asked in every type of interview. But for marketing jobs this question is especially important. It provides you with a chance to tout your interview preparation by suggesting effective marketing strategies based on the research you completed on the company.

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Question - 3:

What are some of the best practices on Twitter?

Ans:

Always use hashtags and mentions! Doing this will mean more people see your tweets and retweet. Some of these people might have big followings or clout that will benefit your company. Twitter is a great tool for conversing with customers so make sure to reply to their tweets as much as you can. Use hashtags to connect the conversation with other conversations in related topics.

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Question - 4:

What are our competitors doing on social media?

Ans:

It's ok to praise the competitors here if they are genuinely doing something good. Don't go overboard and make it seem like you'd rather work for these competitors but don't be afraid to be honest if you think they have a strategy that the company you're interviewing for could learn from. Always be sure to explain why what they are doing is working (or not working). Mention specific social media campaigns if you can.

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Question - 5:

Which social media experts and/or influencers do you follow?

Ans:

You should be fine on this one as long as you have something to say. Employees are not likely to judge your decisions.

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Question - 6:

What is an Example of a Marketing Tactic That Did Not Succeed?

Ans:

For interview questions about marketing failures there are several things to note about your answer:

- * Do not get defensive. If you had an expectation that failed, admit it.
- * Explain how you found out it failed using numerical, analytical measurements as examples.
- * Describe the adjustments that you made in order to make the campaign more successful.



Additional Marketing Interview Question Tips

Marketing job interview questions are designed to uncover your creativity and your problem solving abilities. The knowledge you have and how you utilize it is important. Your answers should include facts, figures, and measurements as well as an awareness of the psychology of marketing. And your ability to both adapt to marketing changes and support your theories is going to be tested.

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Question - 7:

What are the benefits of a LinkedIn group vs. LinkedIn page?

Ans:

Groups tend to have a better reach and are therefore a more worthy place for sharing content. They also offer an excellent space for engaging with customers and other businesses, stressing keywords, and increasing interest in your company. A LinkedIn Page is where people go when they are already interested in the company. Thus, it should be informative above all else. Pages also function as a feed for putting out content and have at least a bit of SEO value.

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Question - 8:

What do you know about our work?

Ans:

Follow these three easy research tips before your next job interview:

- 1) Visit the company website; look in the "about us" section and "careers" sections
 - 2) Visit the company's LinkedIn page (note, you must have a LinkedIn account - its free to sign up) to view information about the company
 - 3) Google a keyword search phrase like "press releases" followed by the company name; you'll find the most recent news stories shared by the company
- Remember, just because you have done your "homework", it does not mean you need to share ALL of it during the interview! Reciting every fact you've learned is almost as much of a turn off as not knowing anything at all! At a minimum, you should include the following in your answer:
1. What type of product or service the company sells
 2. How long the company has been in business
 3. What the company culture is like OR what the company mission statement is, and how the culture and/or mission relate to your values or personality

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Question - 9:

Why you want to work with our company?

Ans:

More likely than not, the interviewer wishes to see how much you know about the company culture, and whether you can identify with the organization's values and vision. Every organization has its strong points, and these are the ones that you should highlight in your answer. For example, if the company emphasizes on integrity with customers, then you mention that you would like to be in such a team because you yourself believe in integrity.

It doesn't have to be a lie. In the case that your values are not in line with the ones by the company, ask yourself if you would be happy working there. If you have no issue with that, go ahead. But if you are aware of the company culture and realize that there is some dilemma you might be facing, you ought to think twice. The best policy is to be honest with yourself, and be honest with the interviewer with what is it in the company culture that motivates you.

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Question - 10:

What challenges are you looking for in this digital marketing position?

Ans:

A typical interview question to determine what you are looking for your in next job, and whether you would be a good fit for the position being hired for, is "What challenges are you looking for in a position?"

The best way to answer questions about the challenges you are seeking is to discuss how you would like to be able to effectively utilize your skills and experience if you were hired for the job.

You can also mention that you are motivated by challenges, have the ability to effectively meet challenges, and have the flexibility and skills necessary to handle a challenging job.

You can continue by describing specific examples of challenges you have met and goals you have achieved in the past.

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Question - 11:

Which social media brand strategy has inspired you lately and why?

Ans:

Talk about why the strategy inspired you but, more importantly, also detail how you would love to create an original strategy of the same caliber. Explain how you would do this and implement it in the context of the job you're interviewing for.

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Question - 12:

How active are you on social media and how many people are you connected with?

Ans:

You don't need to have as many followers as Justin Bieber or be like Gary Vaynerchuck to impress your employers. However, your following or at least your activity on social media channels should reflect your passion for it and act as a sample of your overall communication skills.

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Question - 13:

What is your opinion on Google+? How should it be used in social media strategy?



Ans:

Don't dismiss Google+ even if it isn't your favorite part of social media strategy. Even if the people interviewing you don't perceive it as being valuable compared to Facebook and Twitter, they don't want to work with someone who wouldn't be open to integrating it into an overall strategy. Explain how Google+ is a great resource for community building since it is a heavily curated and moderated community. Having a thriving community means people are talking more about your company and sharing more content. It also increases SEO which you already know is a supplementary part of social media marketing.

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Question - 14:

Tell me example of a marketing campaign that did not work out as you had planned and how you handled the situation?

Ans:

An interviewer will ask his question in order to assess how you handle a failed plan, as this is quite inevitable. It is important that you are able to recognise the key reasons why a strategy went wrong and what you learnt from the experience.

Campaigns may fail for many different reasons, including: poor research and groundwork, poor planning and follow-through of objectives and goals or ineffective communication. Be open about why the campaign failed, take accountability and focus on what you learnt.

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Question - 15:

What kinds of skills/qualities do you think you need to possess to be a community manager?

Ans:

A great community manager should be proficient in most of the social media platforms and social media management tools we've mentioned so far. He/she should have unrivaled communications skills and be likeable and organized. Employers also value a background in analytics even if those analytics were not directly related to social media.

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Question - 16:

handle a social media crisis? Yet again we have to highlight the US Airways social media crisis as an example of what can go wrong and how NOT to respond?

Ans:

Make sure to respond promptly. The longer you take, the bigger the blunder looks to the consumer. Make sure any apology you give is honest and sincere. Otherwise, followers were rip it apart even more. Respond on all channels as well even if the incident only occurred on one.

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Question - 17:

What is a limitation you have experienced on a social media platform? How did you overcome this?

Ans:

You could just answer this by saying that you used a different platform to cover the shortcomings of the other. This isn't a bad answer. In fact, it can be part of a good answer. However, you should definitely know how to overcome or at least deal with limitations on social media platforms. For example, Facebook has severe limitations when it comes to organic (non-paid) reach. One way to overcome this without paying on Facebook is to use email marketing and subscription-based methods to gently guide people to the page with links and suggestions. If you have your own awesome anecdote already, that's even better!

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Question - 18:

Tell me how is the marketing manager's role related to product development?

Ans:

The marketing manager evaluates the financial aspect of development. He adjusts the development with the company's financial goals and means (budget). He also assesses the relevance of the product to the current market. If necessary, the marketing manager suggests changes to product development in order to optimize its success among current customers.

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Question - 19:

What are the benefits of platforms such as Hootsuite, TweetDeck, etc?

Ans:

You might go on a while if you list all the benefits of these platforms. They will probably only ask you about one or two but it's best to be prepared for several. Let's start with Hootsuite since it is the most likely to come up.

Hootsuite dashboard analytics

Hootsuite gives you a social media dashboard so you can manage all of your channels in one place, schedule Tweets, track analytics, find potential customers, and collaborate with team members.

TweetDeck is basically the same but only for Twitter.

TweetDeck user interface

Customize your Twitter experience by scheduling and even managing multiple accounts!

SproutSocial is another one that creates an inbox-style way of managing all messages and engagement at once.

sprout social user interface

SproutSocial is a social media management tool created to help businesses find new customers and grow their social media presence.

There are dozens of these platforms so there is a chance that you won't be able to research all of them. If they ask you about one you're not familiar with, simply admit you don't know it while stating that you are willing to learn and should be able to do so thanks to your experience with other platforms.

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Question - 20:



Have you ever conducted staff training or done presentations as Digital Marketing Executive?

Ans:

It may be extensive training, but you may also mention any instruction of personnel regarding your strategies, research, possible changes, new production policies, etc. Such instruction often involves presentations. Presentations are also often used when reporting to senior management.

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Question - 21:

Tell Me How Effectively Do You Think You Can Work within Budgetary Constraints?

Ans:

Interview questions about the future should be brought back to accomplishments of the past. In other words, when asked about how you would deal with possible future scenarios, refer to your past accomplishments. Your answers should focus on successful campaigns with statement such as, "While I was with company XYZ, I initiated both low cost lead generation strategies and several viral marketing campaigns, using an almost inexistent budget to boost profits by 200%."

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Question - 22:

Would you like to share what is your biggest weakness?

Ans:

No one likes to answer this question because it requires a very delicate balance. You simply can't lie and say you don't have one; you can't trick the interviewer by offering up a personal weakness that is really a strength ("Sometimes, I work too much and don't maintain a work-life balance."); and you shouldn't be so honest that you throw yourself under the bus ("I'm not a morning person so I'm working on getting to the office on time.")

Think of a small flaw like "I sometimes get sidetracked by small details", "I am occasionally not as patient as I should be with subordinates or co-workers who do not understand my ideas", or "I am still somewhat nervous and uncomfortable with my public-speaking skills and would like to give more presentations and talk in front of others or in meetings." Add that you are aware of the problem and you are doing your best to correct it by taking a course of action.

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Question - 23:

Describe a typical work week for digital marketing position?

Ans:

Interviewers expect a candidate for employment to discuss what they do while they are working in detail. Before you answer, consider the position you are applying for and how your current or past positions relate to it. The more you can connect your past experience with the job opening, the more successful you will be at answering the questions.

It should be obvious that it's not a good idea talk about non-work related activities that you do on company time, but, I've had applicants tell me how they are often late because they have to drive a child to school or like to take a long lunch break to work at the gym.

Keep your answers focused on work and show the interviewer that you're organized ("The first thing I do on Monday morning is check my voicemail and email, then I prioritize my activities for the week.") and efficient.

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Question - 24:

Do you have any questions regarding our work?

Ans:

Never ask Salary, perks, leave, place of posting, etc. regarded questions.

Try to ask more about the company to show how early you can make a contribution to your organization like

"Sir, with your kind permission I would like to know more about induction and developmental programs?"

OR

Sir, I would like to have my feedback, so that I can analyze and improve my strengths and rectify my shortcomings.

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Question - 25:

Why should the we hire you as digital marketing position?

Ans:

This is the part where you link your skills, experience, education and your personality to the job itself. This is why you need to be utterly familiar with the job description as well as the company culture. Remember though, it's best to back them up with actual examples of say, how you are a good team player.

It is possible that you may not have as much skills, experience or qualifications as the other candidates. What then, will set you apart from the rest? Energy and passion might. People are attracted to someone who is charismatic, who show immense amount of energy when they talk, and who love what it is that they do. As you explain your compatibility with the job and company, be sure to portray yourself as that motivated, confident and energetic person, ever-ready to commit to the cause of the company.

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Question - 26:

Do you have any idea what are the biggest challenges a marketing manager faces today?

Ans:

Coming up with new and effective ways to market a product in such a tight economy is a tough challenge and these days customers have more power than ever. It is getting more difficult for marketing initiatives to effectively meet these new customer demands. Keep these and other factors in mind when tackling this question, relate your personal experience of the challenges you have encountered and discuss the creative ways in which you handled them.

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Question - 27:



Are there any up-and-coming social media platforms we should watch out for?

Ans:

This one is up to you. However, people tend to talk about Pinterest. It isn't nearly as big as Facebook, Twitter, or Instagram, but it is prominent and on the rise. You may have already noticed the "Pin It" share button appear on articles or seen the Pinterest icon on YouTube videos (it's right next to the Tumblr icon.) Vine is another one that has exploded lately. If your interviewer says these are too mainstream/not up-and-coming enough, try bringing up more budding platforms like Impossible, and We Heart It.

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Question - 28:

How could you leverage YouTube in order to promote our brand and increase engagement?

Ans:

People love to see original video content that is fun and sharable. It shouldn't be so obviously promotional from the start. People should want to share it simply because it is amazing! This video content ultimately connects to all the other social media platforms you are working with and benefits strategy and marketing as a whole. It might even go viral. Dollar Shave Club is a great example of video content that went viral thanks to excellent social media marketing!

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Question - 29:

Explain what are your qualifications as a marketing manager?

Ans:

List some key qualifications and add a brief example from your professional career. Marketing managers are excellent at multitasking. They are independent problem solvers and initiative researchers. But they are also superb team players, coordinating their activities with other departments, senior management, customers, market leaders, and suppliers.

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Question - 30:

What Types of Marketing Campaigns Have You Already Run?

Ans:

As you answer questions about your accomplishments with other companies, be specific. Simply stating, "I ran several online marketing campaigns" does not adequately show what you can do for the company. Better answers should resemble, "I started a social media campaign that utilized targeted advertising systems to market the company's services to youth in North America." You will also need to elaborate. Use numbers that support the campaign, such as "Within three financial quarters, sales increased by 427% and brand recognition vastly improved by 10% within the target demographic."

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Question - 31:

Digital Marketing Social Media Interview Questions:

Ans:

- * What is the purpose of social media?
- * Give an example of when you have had to write a social media strategy explain how you approached this task
- * What are the differences between writing for traditional web channels and writing for social media?
- * Why do you think we should use social media?
- * In what ways do we need to be careful when using these tools?
- * How do you measure social ROI?
- * What is your experience managing multiple social media accounts?
- * What social media tools have you experience with?
- * Which social media brand strategy has inspired you lately?
- * What is your policy on moderating comments?
- * How does social media affect SEO and your online profile?
- * Can you tell us about some of the challenges you have faced when introducing social media in your previous job, and how you overcame them?

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Question - 32:

Digital Strategist Interview Questions:

Ans:

- * What are common risks at (Company)? And how to face?
- * How did you prepare for this work?
- * How do you cope without motivation?
- * How do you maintain a positive discussion?
- * How did you react when faced with constant time pressure?
- * What are your expectations regarding promotions and salary increases?

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Question - 33:

General Digital Marketing Executive Interview Questions:

Ans:

- * How would you explain the difference between online and offline marketing?
- * How do you foresee the future of online marketing?
- * What does it mean to have a responsive website?
- * Have you looked at our company website, can you suggest how you would improve it?



- * What is the most effective way to increase traffic to your website?
- * Explain how you would carry out keyword research? Which keyword research tools would you use?
- * What website CMS platforms have you administered in the past (Wordpress, Drupal, Joomla)?

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Question - 34:

SEO Related Digital Marketing Executive Interview Questions:

Ans:

- * Tell me what you know about SEO
- * What is the difference between 'On Page' and 'Off Page' optimization?
- * What is the difference between 'White Hat SEO' and 'Black Hat SEO'?
- * Tell me about the latest Google algorithm changes.
- * What SEO tools do you use?
- * What tool(s) do you use to track your rankings?
- * What is page rank or PR?
- * What is a 'Backlink'?

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Question - 35:

Situational Digital Marketing Interview Questions:

Ans:

- * Tell me about your work experience? How has it prepared you for a career in (field)?
- * When was the last time you were in a crises?
- * Give an example of risk that you had to take. Why did you decide to take the risk?
- * How do you react to instruction and criticism?
- * Why did you leave your last job.
- * How do you react if you find that someone you work with does not like you?

Be prepared for that last question - anywhere. Provide several reasons including skills, experience and interest. Demonstrate how you can contribute to the company's goals.

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Question - 36:

One-on-One Digital Marketing Interview Questions:

Ans:

- * What have you done to contribute toward a teamwork environment?
- * What do you consider your most significant strength as a digital marketing professional?
- * What kinds of situations do you find most stressful?
- * What is more important to you: the money or the work?
- * Describe a time you were faced with stress that tested your coping skills.
- * How would you define success for someone in your chosen career?

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Question - 37:

Web Analytics Interview Questions:

Ans:

- * What web analyzing packages are you familiar with?
- * Why it is important to monitor your website traffic (or the lack of it)?
- * How do you assess engagement/the value of a visitor to the business?
- * What is 'Bounce Rate'?
- * Explain the difference between a page view, visit, visitor and unique visitor?
- * What does Google Webmaster Tools do?
- * Explain what a conversion rate is.

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Question - 38:

Paid Search Marketing Interview Questions:

Ans:

- * Can you explain what PPC stands for?
- * Do you have experience directly managing a Google Adwords campaign?
- * How do you improve quality score?
- * What does CPC means?
- * With CPC ads, how can a lower click through rate lead to a higher ROI (Return on Investment)?
- * Is it good, bad or indifferent to pay for ads on terms that you already rank on for natural search?
- * How do you measure ROI?
- * What's your methodology in creating ad copies

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Question - 39:

Telephonic Digital Marketing Questions:



Ans:

- * Have you ever dealt with company policy you weren't in agreement with?
- * Describe a situation when you had to convince others.
- * What type of salary are you looking for?
- * What can you contribute to our digital marketing team?
- * When was the last time you were in a crises?
- * Share an example of how you were able to motivate employees or co-workers.

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Question - 40:

Digital Marketing Executive Interview Questions:

Ans:

- * What does a typical day or week look like for the person in this position?
- * How do you see this position contributing to the success of the organization?
- * What do you think distinguishes this company from its competitors, both from a public and employee perspective?
- * Does the company offer continued education and professional training?
- * How can I best contribute to the department?
- * What particular achievements would equate to success at this job? What would success look like?
- * Are you most interested in a candidate who works independently, on a team, cross-functionally, or through a combination of them all? Can you give me an example?
- * What is your ideal communication style with your staff? Do you meet regularly with your team, rely heavily on e-mail, use status reports or work primarily through other means?
- * Do you have any concerns about me or about my qualifications that may prevent you from selecting me for the job?
- * What is the next step? When do you think you will be making a decision?

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Question - 41:

Simple Digital Marketing Interview Questions:

Ans:

These are the questions you should be ready to ask (or be asked) depending on whether you are the interviewee or interviewer.

- * How long you have been working online?
- * What companies you have worked with?
- * What are some of the highlights of your career?
- * Which social network you are most active on?
- * What is your plan for growing our business using digital marketing?
- * Are you are team worker or work better independently?
- * What are your thoughts about content marketing?
- * Do you think SEO is a part of digital marketing?
- * What tools do you use to create, manage and measure digital campaigns?
- * Do you blog?
- * Given a chance what will be your digital marketing plan for our brand - immediately after you join.
- * Which traffic is better - paid or organic?
- * Is it OK if we focus only on organic traffic, and do not invest in paid media?
- * If we go for paid media - where should be invest our money.
- * How much money do we need for an ideal digital marketing plan in a year?
- * What do you see as your goals during first 6 months of working with our company?
- * Any questions you want to ask?

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Question - 42:

Content Marketing Interview Questions:

Ans:

- * Can you explain what content marketing is?
- * What blogs do you read?
- * Why and how would someone share your content or talk about your company?
- * Explain the link between content marketing and SEO
- * Explain the link between content marketing and your social media strategy
- * Can you explain the steps you would take to build a content strategy for our business
- * Can you talk to me about a content strategy that you have implemented? Was it successful?
- * How important is video content?

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Question - 43:

Tricky Digital Marketing Executive Interview Questions:

Ans:

- * How important is it for you to have a career in marketing or business?
- * Did you have a strategic plan?
- * What would you say are your strong points?
- * Example of a time you have placed yourself in a leadership position.
- * When given an important assignment, how do you approach it?
- * Have you ever had difficulty working with a manager?

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Question - 44:

Informational Digital Marketing Interview Questions:

Ans:

- * Describe the most difficult scheduling problem you have faced at work.
- * Do you prefer to work in a small, medium or large company?
- * How long do you expect to remain employed with us?
- * How would you decide on your online marketing objectives?
- * Tell me about how you worked effectively under pressure.
- * Give me an example when you felt you were able to motivate a group.

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Question - 45:

Questions for you to ask the Digital Marketing Executive interviewer:

Ans:

- * How would you describe the company's culture and leadership philosophy?
- * Can you please show me some examples of projects that I'd be working on?
- * What is the single largest problem facing your staff, and would I be in a position to help you solve this problem?
- * What specific qualities and skills are you looking for in the job candidate?
- * Is this a new position, or did someone leave? If someone left, why did they leave or what did they go on to do?
- * What is the typical career trajectory for a person in this position?
- * What would you say are the three most important skills needed to excel in this position?
- * Who would be my manager, and will I have the opportunity to meet him or her?
- * Why do you like working here?

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Question - 46:

What social media campaigns have you produced and/or managed?

Ans:

Social media employers often stress conversation, storytelling, and engagement. Give examples of how you have conversed with clients and consumers, created interesting stories, and increased measures of engagement such as clicks, likes, reach, etc. Any campaign you mention should have these three elements at the very least. Be sure to save dashboards and results from your campaigns so you can show them off later!

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Question - 47:

What is the importance of team work in Digital Marketing?

Ans:

Teamwork is important as the marketing manager does his research and makes his strategic decisions based on external resources as well as cross company personnel. He brings his team work to perfection resulting in product development, marketing initiatives, promotion, and advertising. He must know how to explain, lead, and instruct. He must be able to understand the goals and means of the organization in order to adapt his own decisions for optimal effect. For example, marketing strategies may influence product shape and color and vice versa.

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Question - 48:

What are your favorite social media blogs?

Ans:

This is another question where there is no right answer. Be prepared to explain why you picked your sites though. If you don't follow any blogs, try browsing a few so you'll at least be prepared for this question.

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Question - 49:

Which social media platforms are you best at using and why?

Ans:

When you answer this question, spend the most time talking about the platform you're most skilled with and explain why this is the case. However, you should mention all the major platforms and details their strengths. Talk about how Twitter is best for conversations, Facebook is great for advertising, LinkedIn is best for recruiting and sharing career-related articles, and how Google+ is an underrated tool that is actually valuable for creating a social media community.

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Question - 50:

How much SEO knowledge and experience do you have?

Ans:

SEO is a desirable skill for social media marketers and marketers in general since companies always want their content to rank as high as possible on a Google search. Explain how social media helps make this happen by boosting Key Performance Indicators (KPIs...you should know what these are!), making content more share-worthy and perhaps even viral, stressing keywords, and by simply increasing the amount of content attached to a brand. Talk about how you always factor SEO into any social media strategy and detail exactly how you did it in the past.

[View All Answers](#)

**Question - 51:**

What importance do you attach to market research in your profession?

Ans:

Market research is considered a key aspect in this role and researching is crucial for a marketing manager. Based on research, the manager decides on strategies, marketing tactics, campaigns, pricing, and promotion policies. Market research allows identifying new product trends, which allows introducing new services or products into the company product line. It also allows following recent developments and competitors.

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Question - 52:

How to participate in product development?

Ans:

Talk about coordinating actions and information with the development department at every stage. Give examples of how your marketing management influences product development and vice versa.

[View All Answers](#)

Question - 53:

How to use social media as a tool for customer service?

Ans:

Social media is a great tool for customer service since you can converse with customers directly, use analytics to see how they're responding to content, and find influencers to chat with and bring over to your network. Some of these influencers might even be customers. Most social media employers stress the power conversation so have examples of how you've reached out to customers. Social media is also a good indicator of overall company vitality and analytics.

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Question - 54:

How to measure social return on investment (ROI)?

Ans:

Use tools like the Conversion Measurement tool on Facebook and Optimized CPM. Your website will also often have analytics used to measure social media ROI. Lastly, some of the platforms themselves such as LinkedIn have their own analytics. The fundamental measures are the same as in other areas of marketing: clicks, likes, shares, purchases, change in attitude, etc.

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