

Digital Marketing Manager Job Interview Questions And Answers



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Digital Marketing Manager Interview Questions And Answers Guide.

Question - 1:

Explain an example of a campaign that did not work out as you had planned?

Ans:

It is important that you are able to recognize why a plan went wrong and to learn from the experience.

Your analytical and problem solving skills are under scrutiny. Campaigns often fail due to poor research and groundwork, inappropriate objectives, or ineffective communication.

[View All Answers](#)

Question - 2:

Tell me when is it better not to engage on social media?

Ans:

Again, it comes down to judgment. It might be tempting to respond to every negative comment on social media, but a good social media specialist will know how to distinguish between legitimate customer complaints and people who are just looking for attention.

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Question - 3:

Tell me what tools do you use to manage your channels?

Ans:

Good social media managers won't just blast content onto their channels. They will have a deliberate strategy behind their campaigns and use professional tools to monitor their effectiveness. Dashboards like Hootsuite and Sprout Social give social media specialists the ability to both manage channels and perform basic analytics from one interface.

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Question - 4:

Explain me how you have effectively used digital marketing tools?

Ans:

In answering this marketing manager interview question, focus on your skills in mobile and online marketing including search engine tactics and optimization, click-through advertising, writing for the Web using keywords, designing for customer usability, utilization of social media and tracking success of the campaign.

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Question - 5:

Please explain how do you use social media as a tool for customer service?

Ans:

This is an opportunity for the professional to demonstrate both their strategic thinking as well as their judgment and soft skills. A good social media specialist should be able to work with your CS team to make sure that they're providing support that's helpful and on-brand, and also recognize when it's better to take the conversation off social media.

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Question - 6:

Tell me what is on-page and off page optimization?

Ans:

* Off page optimization: It is the process of boosting your search engine ranking by getting external links pointing back to it

* On page optimization: On page optimization directly deals with the content and structure of the website.

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**Question - 7:**

Explain me examples of social media experiments you'd like to run with our business?

Ans:

There is no single solution when it comes to social media. Trends change, communities evolve. A good social media specialist is constantly looking for new ways to engage with their audience. They should also know how to use the results of their experiments to inform future campaigns.

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Question - 8:

Say there's a crisis on one of our social media channels. How do you handle it?

Ans:

Nobody likes it, but it's a fact in today's digital age: Sometimes things can go wrong on social media. A great social media expert can describe the steps they'd take to resolve the situation. If you have a set of best practices in place, they should follow that plan; if you don't have one, they should help create it.

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Question - 9:

Explain me what is an effective PPC keyword should be like?

Ans:

An effective PPC keyword should be

- * Relevant : List out the targeted keywords
- * Exhaustive : Apart from most popular keywords it should include the "long tail of search"
- * Expansive: PPC is iterative, therefore the keyword list should be constantly growing and adapting

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Question - 10:

Explain me a situation in which an innovative course of action was necessary?

Ans:

Your ability to evaluate a situation, problem or opportunity and understand the action that needs to be taken is key to success as a marketing manager. Gaining a clear perspective is necessary before deciding on the focus of your innovation.

Taking into consideration the available resources and how they can be best used is important in determining the best course of action. Your ability to capitalize on the situation should be highlighted.

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Question - 11:

Tell me how will you determine the best channels for our marketing dollars?

Ans:

The marketing channels we pursue most aggressively must be the channels that our target audience populates and participates in most. We can begin with educated assumptions based on our knowledge of our ideal customer persona. Then, we conduct small, precise experiments on the various channels that could be a good fit, and determine the optimal channels based on the data we gain from these experiments.

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Question - 12:

Explain me about a successful social campaign you've run from beginning to end?

Ans:

Your social media specialist will be responsible for devising and executing campaigns, so you want to get some insight into how they approach their work. Great candidates should be able to articulate the problem they were trying to address, how they set goals, what tactics they used, and how they measured their results. It's not necessary that the campaign was a smashing success, as long as the professional approached it in a deliberate way while gaining insights that helped them develop better campaigns in the future.

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Question - 13:

Explain me what makes a piece of social media content successful?

Ans:

A social media strategy is only as good as the content it produces. To be successful, a social media strategist needs more than a flair for click-worthy headlines (though that certainly helps). They need an eye for relevant, shareable content. If they've managed a blog before, ask them to share some examples of articles they consider successful.

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Question - 14:

Do you know how can we control our brand on social media?

Ans:

This question should be on the mind of every brand leader since far too many PR disasters have originated on social media. The answer originates in the brand's core values. If the brand has established core values for how it will interact with its customers, suppliers, prospects, employees, partners, etc., then those brand values should be applied to social media. This means having serious conversations with every employee, management included, and a very clear understanding of the repercussions of acting outside the brand's core values.

While that may come across as a negative approach, the exact opposite approach is how we should proactively prevent such social media disasters. The brand's values



should be so strong and so clear, and every new hire should be so immersed in the brand's values, that behavior on social media that does not reflect the brand would be completely out of character. That's very easy to say and very difficult to build, but the behavior of a company's employees is rooted in the culture that leadership builds and rewards.

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Question - 15:

Tell me how can you categorize the digital marketing?

Ans:

The digital marketing/communication is categorized into two segments

* Inbound Marketing:

This techniques takes the help of social media, digital content in e-books, webinars or e-newsletter to increase the number of clicks on links and learn more about a company and its services.

* Outbound Marketing:

This segment includes placing ads, cold-calls, e-mails or reach out potential customers through digital mediums

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Question - 16:

Tell me what's your favorite CMS and why?

Ans:

If you're doing digital communications, you'll probably be involved with content and content management systems. Hopefully your candidate will have used a few and have been paying sufficient attention to prefer some over others, and have intelligent reasons for doing so.

Do their points suggest an awareness of the strategic issues at play in choosing a CMS? Issues like security, updating, the availability of developers to work on a particular platform, data liberation, and open source will hopefully be raised.

[View All Answers](#)

Question - 17:

Explain me 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 competitive economy is a tough challenge. Keeping up with technological developments and trends is another challenge. Customers have more power than ever and marketing initiatives have to meet these new customer demands and give the customer what they want.

There is enormous accountability for marketing managers to ensure that the marketing operation is efficient and cost-effective and to show how marketing spend translates into growth and profitability for the company. In such a highly competitive market standing out from other organizations is an ongoing challenge.

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Question - 18:

Tell us are you afraid of penguins or pandas?

Ans:

This is a slightly mean but actually very manageable question about search engine optimisation (SEO), designed to trip up charlatans. If knowledge of SEO is on the job description, don't be satisfied with waffle about keywords and page rank.

This question refers to two big changes to the workings of the Google search algorithm in the last year or so. These are the 'Panda' and 'Penguin' updates. So this question will tease out whether they keep up-to-date with search engine optimisation (SEO).

In short, Panda aimed to reward sites with quality content, and to punish sites with low quality and duplicate content. The Penguin update aimed to tackle sites that manipulate search engines to rank more highly than they deserve to be ranked. This includes tactics like stuffing pages with keywords, or obtaining links from disreputable websites in an attempt to pretend that a website is seen as useful.

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Question - 19:

Tell me what are the characteristics of "bad links"?

Ans:

The characteristics of "bad links" are

- * Links from sites that are unrelated to your sites
- * Links from low Page Rank and Low traffic
- * Links from link exchanges
- * Links from those sites that are not in Google index
- * Paid links
- * Link from the same anchor texts coming from multiple sites
- * Spammy links from blogs or articles.

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Question - 20:

Explain me where do you see yourself in five years' time in the digital marketing sector?

Ans:

With this question, the employer is testing you to see how much ambition you have and to see how much you've thought about where your career is going to go. Now, we've addressed this one on our Blog before but in regards to digital marketing, if you really want this particular role, I'd urge you to think about the role you're being interviewed for and how you might be able to progress within that particular company before you give you answer.

It's OK to be ambitious - but you also need to be realistic too. If you're interviewing for a digital marketing executive role, you could say you'd like to be a digital marketing manager either in-house or in an agency - which will show the employer you're keen to progress and take on extra responsibility - possibly at their business. On the other hand, if you're applying for a digital marketing manager vacancy, you could say you see yourself in a Head of Digital role - or running your



own digital marketing agency. Although the latter might put a few employers off, it shows you're keen to be successful and not just stagnate in one role.

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Question - 21:

Tell me how do you think your experience of digital marketing will benefit our business?

Ans:

With this question, it's all going to come down to your own personal experience - so think about what you've done in the past and what skills you've picked up which they might not necessarily have in-house which could benefit the business overall. Also consider any particular digital marketing campaigns that you learnt a lot from - and how this particular knowledge could help the business or one of the business' existing clients.

In this instance, the employer is really asking what differentiates you from the rest of the applicants - so think carefully about what makes you unique (in terms of your digital marketing skills, knowledge, experience and contacts) and how this could have a positive effect on the business.

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Question - 22:

Explain me what are the key elements to optimize the conversion rates per PPC?

Ans:

Conversion rate is nothing but to bring more visitors to your site. To increase the conversion rates you have to focus on following things

- * Write compelling content on your site that is relevant to the keyword or search query
- * Maintain a high degree of relevance between your ads and corresponding landing pages
- * The webpage should easy registering process, signing up for a newsletter or making a purchase
- * Check design of your landing page which should have right combination of color, layout and GUI to attract more customers

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Question - 23:

Tell us what's the scariest technical error you've ever encountered and how did you fix it?

Ans:

We're looking for technical skills, strategic direction, problem solving, stakeholder management, expectation management, and a drive to learn from problems and improve processes. Don't hesitate to ask them to frame their answer differently if it's not making sense.

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Question - 24:

Tell me is SEO dead? Why or why not? If not, what is your plan for managing our SEO?

Ans:

If SEO were dead, revenue from ads in Google search would not represent 98% of Google, Inc.'s annual revenue. That said, SEO has changed in that the visual aspect of social media and internet advertising has become the primary means of engagement with one's audiences. So, search is text and social is visual, but no matter what any individual is searching for, the individual must type a word or words into a search box somewhere, and the search results must be pulled from somewhere. Therefore, SEO remains of primary importance. Your plan to win at SEO consists of three primary components:

- * Time - no matter how great your website or your content, it takes time-sometimes up to a year even when done perfectly-to climb the rankings of the billions of web properties represented in any Google search result.
- * Care - Google has rules, which are the guts of their search algorithm. In order to rank highly, you must follow Google's rules such as mobile friendly, secure, fast, etc. Google is kind about showing you how to comply with their rules in Google Search Console. Implement and follow those rules religiously.
- * Content - The highest ranking factor in Google's search algorithm is, and always has been, content. Fresh, real, consistent, authentic content applied on a web property that is fully compliant with Google's other rules will always win the day.

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Question - 25:

Fresh Digital Marketing Manager Job 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 - 26:

Difficult Digital Marketing Manager Job Interview Questions:

Ans:

- * What is your general experience with digital marketing?
- * What is the difference between organic traffic and direct traffic?
- * What factors in digital marketing do you enjoy most?
- * Have you been involved with social media marketing and can you give examples?
- * Are you experienced with web analytics tools? Have you developed reports and plans from traffic results?
- * What is the benefit of social media advertising and engagement?
- * Can you provide knowledge of PPC campaigns and any you've been involved in?
- * What kind of experience do you have with mobile marketing including SMS and app-based marketing?
- * Have you written and dispatched many email marketing campaigns?
- * What digital marketing campaigns have you been involved with that didn't go so well and what did you learn from them?



- * Explain to me your methods when it comes to researching new online media opportunities?
- * Do you have experience with Photoshop and designing web banners or other web visuals?
- * How do you keep up to date with current digital trends and tech news?

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Question - 27:

Situational Digital Marketing Manager Job 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?

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Question - 28:

Phone based Digital Marketing Manager Job Interview 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 crisis?
- * Share an example of how you were able to motivate employees or co-workers.

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Question - 29:

Tricky Digital Marketing Manager Job 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 - 30:

Role-specific Digital Marketing Manager Job Interview Questions:

Ans:

- * Talk about one of your most effective campaigns. What made them so effective?
- * How do you know when a campaign has failed? What metrics do you use?
- * What does the conversion funnel look like at your company?
- * How many people are on your current marketing team? What are their roles?
- * How would you describe your current brand's tone of voice and visual identity?
- * How do your customers inform your approach to brand-building?
- * How do you get product feedback from your customers?
- * What tools do you use to stay organized?
- * Talk about your experience with editorial calendars.
- * What is the relationship between SEO and content marketing?
- * What are some common SEO mistakes in digital content production?
- * What are the most important and effective social media channels for your brand?
- * What is your experience with marketing automation?
- * What role does paid advertising play in your overall strategy?
- * What is your experience with co-marketing campaigns?
- * What is the importance of thought leadership at your current organization?
- * Describe a time you worked with a team to create a campaign on a tight budget.
- * What is your approach to structuring a marketing budget?
- * What is your approach to editing copy?
- * Describe a time you gave constructive feedback to a colleague.
- * Describe a time your team didn't agree with your direction. How did you handle it?
- * How would you handle negative feedback about your brand?
- * What's interesting about our current marketing? What could we do better?

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Question - 31:

Basic Digital Marketing Manager Job Interview Questions:

Ans:

- * How interested are you in a #Digital Marketing job?
- * Do you have the right skills to be a Digital Marketer?



- * Are you a good fit for the company culture?
- * Are you a learner?
- * Do you take initiatives on your own?
- * Are you a team player?
- * What problem solving skills do you have to work under pressure?

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Question - 32:

Tell me how you have effectively managed a tight budget to accomplish a marketing activity?

Ans:

Focus on your planning and organizing skills to get the best return on the marketing budget. Detail what controls were put in place to track and stay on top of expenditure and how plans were adjusted when necessary. Discuss your ability to react quickly and accurately to meet new demands and constraints.

[View All Answers](#)

Question - 33:

Tell me what do you think of our current social media efforts? What could we be doing better?

Ans:

You want a professional who is deliberate and thoughtful. They should be able to articulate what they think is working well and what isn't. If you have a strategy in place, they should be able to offer ways to build on it. If you don't have one, they should be able to offer ideas that align with your business goals.

[View All Answers](#)

Question - 34:

Have analytics ever shown you something difficult or strange or surprising? What did you do next?

Ans:

This question isn't coming from a particular angle, but should hopefully see how they combine problem solving, instincts, data, initiative and creativity, as well as their ability to deal with uncertainty.

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Question - 35:

Explain me in what specific ways are you more skilled and better able to do your job than this time last year?

Ans:

Things are changing fast, so if you can't say how you've bettered yourself in the last year you're pretty much moving backwards. Hopefully you've learned from your own experience, and from changes in the wider world of digital communications.

They may well use a mixture of twitter, in person meetups and RSS feeds. Ask them to name a couple of favorite sources of information - they can be people or organisations or websites.

[View All Answers](#)

Question - 36:

Tell us what channels do you think are most relevant to our business? How do you use each channel differently?

Ans:

This question should give you a sense of how thoughtful the professional is and how well they know major social media channels. The real answer is that it depends on what your business goals are and where your community is. The job of a social media specialist is to find and grow that community using strategies tailored to each platform, whether that's promoting a blog article on Facebook, using Twitter to field customer service requests, or sharing relevant content on Tumblr.

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Question - 37:

Tell me what factors do you consider the most important when attempting to influence consumer behavior?

Ans:

In your marketing manager interview answer show how cultural factors, social factors, personal and psychological factors all impact on consumer behavior. Provide an example of a marketing campaign or project you developed and how you utilized these four key factors to develop and optimize your project.

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Question - 38:

Explain with an example of a marketing brief you developed for a recent marketing project or program?

Ans:

The marketing brief can be viewed as a planning tool for designing and implementing a marketing program or project. Writing a brief is about clarifying the outcomes of the campaign or project and providing focus on what needs to be achieved.

Common elements include marketing objectives, primary audience and target market, attitudes and behavior of the target market, influencing the target market's behavior and the key message of the initiative. In answering this marketing manager interview question focus on how detailed and specific the brief was and the research it was based on.

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Question - 39:

Tell me what is a keyword in digital marketing? How important is it from the point of SEO?



Ans:

"Keyword" in digital marketing is the word that a user's or person enters into a search engine to find specific information. From SEO point of view, for better page ranking keywords are very crucial. How and where you have used the keywords will reflect your site ranking.

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Question - 40:

Explain me what attracted you to the digital marketing industry?

Ans:

You should try and answer this question as honestly as you can. Think about why you applied for your first digital marketing job - was it the reputation of the industry? Its fast-paced nature? The fact high-paying salaries were on offer? Or the fact that it's constantly changing, growing and adapting on a weekly basis?

The employer is asking this question to test your commitment to the industry and to find out what makes you tick as a digital marketing candidate - so your answer needs to convey your commitment and enthusiasm for the sector overall.

A good answer would be to say that you were attracted to the industry because it's got a good reputation and there are lots of opportunities available to progress your career, learn new skills and expand your knowledge. This answer shows you're committed to the sector long-term and demonstrates that you're a candidate who's constantly looking to improve and enhance their skills.

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Question - 41:

Explain me what most attracted you to this digital marketing vacancy?

Ans:

With this question, the employer is asking why you applied for the job so it goes without saying that your answer needs to reflect the job advert and the business you'd be working in. Think back to when you first saw the job advert and ask yourself what it was that made you click 'apply' - was it the actual role itself? The business? The location? Or was it the salary? Normally I'd urge you to be honest, but if you did apply for the job because it had a great salary, I'd urge you to keep quiet in this instance - you don't want the employer to think you're greedy!

From a perfect answer point of view, I'd advise you to focus on the role itself and the company in question. If it's true, you could say that you applied for the job because you liked the variety the role offered and you were keen to work for a well known, well respected brand. Alternatively, you could say that you applied because you wanted to work for one of the best employers in the area and the opportunity sounded perfect in terms of taking the next step in your career.

[View All Answers](#)

Question - 42:

Explain me what are the key areas where you can use keywords to optimize the site ranking?

Ans:

For better page ranking, you must use the keywords in following areas

- * Keyword in Website URL
- * Keyword in Website Title
- * Keyword in Meta tag
- * Keyword in Web page content
- * Keyword density in body text
- * Keywords in Headlines

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Question - 43:

Explain me how do you assign a value to each new email subscriber or social media follower?

Ans:

Using the marketing funnel, either with historical data or through small experiments, we can determine the value of a subscriber or follower by calculating the dollar value in revenue per our total social or email reach, and then dividing that revenue by the number of followers. Calculating this value lets us discover how much we should be willing to spend to gain email subscribers or social followers, very similarly to how we arrive at our cost per lead.

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Question - 44:

Please explain about a marketing project that you brought in on time and under budget?

Ans:

Key marketing manager competencies that this question explores include accurate research and analytical skills, the ability to develop realistic and workable objectives and the ability to initiate and monitor strategies and activities that support these objectives.

Efficient utilization of resources reflects sound judgment, planning and organizational skills. Use this question as an opportunity to highlight your strengths as a marketing manager.

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Question - 45:

Tell me what's your diagnosis of this organisation's digital presence, and what 2 key changes would be your initial priorities?

Ans:

Hopefully you'll have some idea about what could be improved with your digital presence before the interview. If you don't have any expertise in house, I'd recommend jumping on to a platform like Sparked and asking the volunteers there for their opinion before the interview. The community there is very helpful with challenges like this, and will give you some good ammunition.

There are lots of things that could be wrong with your digital presence. Perhaps the website displays horribly on tablets, maybe the twitter presence is more marketing spam than useful, engaging material. Perhaps the branding is sloppy, the accessibility is imperfect, or the tone is all wrong. Maybe the digital communications are focusing on the wrong things.

Whilst the substance of the answer to this question is important, also evaluate how it is articulated. Is this someone who will be able to diplomatically deal with



stakeholders across the organisation?

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Question - 46:

Do you know what are the most important performance indicators for digital communications?

Ans:

Hopefully their response will go beyond measuring statistics like 'time on site' and 'number of pages per visit' and talk about measuring the achievement of the organisation's aims using digital.

Ask them how they'd measure the achievement of the organisation's aims online, and what experience they have in doing this. Of course, once you're able to measure how well an organisation's digital presence is helping it achieve its objectives, you can try to improve this, in an evidence-led way.

They might also hit on the thornier question of social media measurement. They'll hopefully talk about engagement. Perhaps they're even reading Beth Kanter's new book 'Measuring the Networked Nonprofit'. Ask them how they've increased this, how they've measured their successes, and what returned has come from this.

[View All Answers](#)

Question - 47:

Tell me what should be the approach for effective Pay Per Click campaigns?

Ans:

For effective Pay Per Click campaign, you need to do following things

- * Add more PPC keywords: By adding more keywords that are relevant to your business, you can expand the reach of your pay per click
- * Split Ad groups: By splitting up your ad groups into smaller and more relevant ad groups, you can improve click-through-rate (CTR)
- * Review costly PPC keywords: Review expensive and under performing keywords
- * Refine landing page: To align with individual search queries modify the content and call-to-action of your landing page
- * Add negative keywords: To improve campaign relevancy and reduce wasted spend, add non-converting terms /negative keywords. (When search with that keyword, it will not show your website/content)

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Question - 48:

Do you know what is PPC or Pay Per Click advertising?

Ans:

Pay Per Click also known as Cost Per Click, is a technique used to direct traffic to websites. In this technique, advertisers pay the publisher (website owner or host of the website) when the ad is clicked. In other words, it is the amount spent to get an advertisement clicked.

[View All Answers](#)

Question - 49:

Tell me what has been the biggest challenge of your digital marketing career so far? And how did you overcome it?

Ans:

When an employer asks you this question, they want to know how you deal with challenges and roadblocks and - potentially even how you deal with failure. Why? Because challenges are guaranteed to crop up in every role - and the employer wants to make sure you're not going to crumble and struggle to cope when they do.

Think carefully about the challenges you've encountered in your career and what the outcome of these challenges have been. In this instance, it's OK to mention a challenge which resulted in failure - as long as you can say what you've learnt from it and how you've used that knowledge to affect the success of a future campaign.

For example, you could talk about a site you've worked on that was hit with a Google Penguin update - and how you had to work hard to clean up the site's link profile in order to recover rankings and Google's trust. In this case, you could say that you learnt that Google's constantly changing its algorithms, you learnt what makes a good/bad link and the importance of sticking with a project from start to finish and you learnt the importance of keeping a clean backlink profile.

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Question - 50:

Please explain what do you enjoy most about working in digital marketing?

Ans:

Again, with this answer, it's best to be honest. Consider which tasks you look forward to in your day and which areas you particularly enjoy working in... but be careful not to just go for the 'easy' tasks. The employer wants to hear that you enjoy being challenged and is again looking for an insight into who you are as a candidate.

With this answer, it's best to list a couple of things, preferably across a range of niches (eg. SEO, PPC, Social, Affiliates etc) to demonstrate your skills and your passion for the sector overall and to show that you're not a 'one trick pony'.

[View All Answers](#)

Question - 51:

Explain me how has your degree helped your digital marketing career?

Ans:

Now obviously this one will only be relevant to graduates but it does get asked, particularly if you have a degree which isn't necessarily directly related to marketing or digital marketing. In this instance, consider what core skills you needed to complete your degree and dissertation and how these can be transferred to the digital marketing industry. For instance, if you have a Journalism degree, you could talk about how your degree has equipped you with knowledge of how to approach outreach - and how to structure an article/report properly.

Similarly, if you have a degree in Economics or Maths, you might want to talk about how your degree has benefited you when you've had to manage budgets and calculate daily spend allowances for PPC campaigns.

With this question, the employer wants to know what skills and knowledge you picked up at university that could benefit their business in the long run.

[View All Answers](#)

Question - 52:



Do you know what is digital marketing?

Ans:

Digital marketing is the brand marketing tactics through the internet. It includes various techniques like SEO, SEM and link building.

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Question - 53:

Do you know what is Google Adwords?

Ans:

Google Adwords is the single most popular PPC advertising system in the world. It works on Pay per click model. The AdWords platform enables the business to create ads that appear on Google search engine and their other properties.

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Question - 54:

Explain what one should do to avoid the penalty?

Ans:

- * Do not link to any other site with bad page rank
- * Avoid Poison words, for example word "link", when you hypertext this text to give the link to your site it becomes poison words
- * Avoid stealing text or images from other domains
- * Avoid re-directing users to another page through refresh meta-tags - don't immediately send user or visitors to another page even before he or she clicked on the web page link

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Question - 55:

Tell me what data would you place on an "executive dashboard?"

Ans:

There are numbers, metrics, KPIs, and other data that you, as the lead digital marketer, should be in tune with regularly. Then there are the numbers that executive brand management should be able to see at a glance. The most important numbers that executive management should see on a regular (e.g., monthly) basis are the ROI on marketing spend. The CEO and CFO are generally not going to care how many new Twitter followers you've generated, but they do want to know that, when they give you a dollar to spend on marketing, you bring them \$3 or \$4 or \$5 in revenue. So, ROI for each marketing campaign and then an aggregate digital marketing ROI would be very valuable to any executive.

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Question - 56:

Explain me about a marketing project in which you had to coordinate and manage a diverse team of people?

Ans:

Focus on your ability to co-ordinate and delegate activities in an efficient and practical way. Detail how you defined and divided project roles and responsibilities, kept personality clashes and conflict to a minimum and monitored and fed back to the project team. Outline your particular management style and why it was successful. Focus on the management skills that you utilized to ensure success.

[View All Answers](#)

Question - 57:

Explain me what metrics do you use to measure the success of your social campaigns?

Ans:

The two most important metrics for social media are engagements and leads. Whether they're using Twitter, Facebook, Pinterest, LinkedIn, or YouTube, a good social media specialist should be able to show quantifiable evidence that they're reaching people who could become customers.

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Question - 58:

Explain me about something in the world of digital communications that has impressed you recently?

Ans:

Do they care about their field? Are they excited by it and its possibilities? Hopefully you'll sense some in their eyes as they answer this question. This question also probes whether they have their ear to the ground. As a follow-up question you could ask: What makes for good content or a good digital campaign?

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Question - 59:

Tell me through the main user group on your website and their user journey and what you've done to make it more effective?

Ans:

Do they know who the main user group is? How do they know this? What sort of testing have they done to find out? What sort of data have they used? Have they made assumptions?

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Question - 60:

Tell me some of the useful online marketing tools?



Ans:

Some of the useful online marketing tools are

- * Google Analytics
- * Digital point keyword tracker
- * Crazy egg heat maps
- * Keyword discovery
- * StumbleUpon
- * XML Sitemap Generator
- * Favicon generator
- * SubmitExpress Link Popularity

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Question - 61:

Explain what are the primary models for determining Pay-Per-Click?

Ans:

The primary models for determining Pay-Per-Click are

* Flat rate PPC:

In this type of model, both publisher and advertiser agree to a fixed amount that will be paid for each click. In most time, the publisher has a rate card for PPC plan based on different areas of their website or network. The amount varies as per the content that generally attracts more or less people.

* Bid based PPC:

In this type of model, the advertiser competes with other advertisers in a private auction hosted by a publisher. The advertiser will inform publisher for the maximum amount of bid he is willing to pay.

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Question - 62:

Explain what is SEO?

Ans:

Search Engine Optimization widely known as SEO is the process of improving the structure, content and organization of your site, so that the Search engines can index them correctly. It also involves doing promotional activities to boost your search engine rank.

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Question - 63:

Tell me what do you like least about working in digital marketing?

Ans:

Don't dislike any part of working in the digital marketing industry? Sorry but I think you're fibbing! And the employer will too! Why? Because there's always something, big or small, that everyone dislikes about their job.

Think about which parts of your last job you dreaded and why - and consider what bugbears you have with the industry. Above all, be honest! You never know; the employer might feel the same way - and it might convince them to take you on. Similarly, if you voice your dislike of a particular task now, the employer might end up tweaking your role if they do take you on to ensure you don't have to do something you don't like.

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