

# Media Advertising Officer Job Interview Questions And Answers



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## Media Advertising Officer Interview Questions And Answers Guide.

### Question - 1:

Why Do You Want to Work Here as Media Advertising Officer?

#### Ans:

The interviewer is listening for an answer that indicates you've given this some thought and are not sending out resumes just because there is an opening. For example, "I've selected key companies whose mission statements are in line with my values, where I know I could be excited about what the company does, and this company is very high on my list of desirable choices."

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### Question - 2:

Explain me why are you interested in marketing?

#### Ans:

Passion. A focus on results. Helping companies engage customers to grow their business. Your answers should even describe what parts of marketing interest you. Content development? Demand generation? Strategy? Marketing technologies? Analytics? Geek out and let me know what rocks your socks.

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### Question - 3:

Tell me what Are Your Weaknesses as Media Advertising Officer?

#### Ans:

This is the most dreaded question of all. Handle it by minimizing your weakness and emphasizing your strengths. Stay away from personal qualities and concentrate on professional traits: "I am always working on improving my communication skills to be a more effective presenter. I recently joined Toastmasters, which I find very helpful."

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### Question - 4:

Tell me what Do You Think of the State of the Industry?

#### Ans:

The advertising world is always changing, and it's easy for an employee to be left behind if he doesn't follow industry news. The constantly evolving world of social media also requires employees to understand and utilize these new methods of getting clients' messages out. Additionally, these kinds of questions allow the applicant to ask his own questions and begin a potentially valuable exchange of ideas.

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### Question - 5:

Why Should We Hire You as Media Advertising Officer?

#### Ans:

Summarize your experiences: "With five years' experience working in the financial industry and my proven record of saving the company money, I could make a big difference in your company. I'm confident I would be a great addition to your team."

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### Question - 6:

Explain 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 - 7:**

Explain me importance of Social Media?

**Ans:**

Be very thorough with one of the most commonly asked social media questions. Since Social Media is highly customizable in nature with social media ads, it is important for every business, be it small or large. For instance, Facebook ads allow you to target users by things like industry, education level, location, history of purchases, and the pages they have liked.

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**Question - 8:**

Please tell me 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 - 9:**

Do you know what are the tricks that can drive more traffic to our blogs?

**Ans:**

Few of the ways for driving traffic to your blog are:

- \* Promotion of content across platforms like Tumblr.com, Pinterest.com, Facebook.com, and more.
- \* Use Instagram to share the title of your blog post or image. Post images to platforms like Twitter, Flickr, Foursquare, Facebook, and Tumblr.
- \* Giving short presentation of content on SlideShare and providing link to the content or blog from SlideShare.
- \* Pin your post to Pinterest contributors by using an attractive title of the blog, image, hashtags, and adding keywords.
- \* Create a few seconds preview of your post like Vine or video which could be posted on Twitter and Instagram with a link to the blog post.

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**Question - 10:**

Suppose 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 - 11:**

Explain benefits of generating RSS Feed?

**Ans:**

Helps you get wider audiences for the content  
It enables you in email subscriptions, feeding content to readers, and live bookmarking.

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**Question - 12:**

Please explain 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 - 13:**

Tell me what are top Social Media Marketing Tools to consider?

**Ans:**

Here are some of the best social media tools to leverage:

- \* Sproutsocial  
This tool manages multiple pages, brands, and searches. It assigns the task to team members, post analytics, competitor research, and reporting.
- \* HootSuite  
It is used for search or monitoring, reporting, social media dashboard, and team management.
- \* Radian 6  
Enterprise social media management application for post analytics, research, listening, and campaigns.
- \* Zendesk  
For collecting messages from social into one collaborative inbox, customer engagement platform, e-mail voice etc.
- \* TweetDeck  
Similar to HootSuite, TweetDeck helps to manage multiple social media platforms like LinkedIn, Foursquare, Twitter, Facebook, and MySpace.
- \* Crowdbooster  
This tool is used to measure user engagement over time across various social media networks. It also gives clue on what kind of content will suit your business the best.

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### Question - 14:

Tell me why did you choose Social Media industry?

#### Ans:

This is one of the most common social media questions you will face during interview.

With this question, the recruiter wants to know more about you as a candidate and why you chose to work as a social media marketer. Tell them your passion and your enthusiasm to work in the industry in the future. Back your answers with a story with regard to what makes you a fitting candidate.

The near best response could be to say that you are aware that the industry is dynamic and challenging which attracts you even more. Show that you don't prefer a boring job rather you would love to overcome challenges every day.

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### Question - 15:

Please tell me 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 - 16:

Please explain me how do you 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 - 17:

Explain me what are the marketing strategies to generate leads?

#### Ans:

They will hire you only if you know how to generate leads!

Here you need to know how social media is giving you an something quantifiable for the investment you are putting in.

Social Media ROI = No. of Leads

Be ready to talk about social media advertising. Know the strengths of each social media platforms. Remember that Facebook ads offer a pool of opportunities for businesses.

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### Question - 18:

Tell me in what ways can you measure social return on investment (ROI)?

#### Ans:

You should know the company's goals and objectives before starting to track and measure their social ROI. There are various ways in which it could be measured:

- \* Customer Acquisition
- \* Reach
- \* Traffic
- \* Lead Generation
- \* Revenue
- \* clicks
- \* Contest Entries

These are some factors you can use to measure social ROI. After establishing what is the marketing goal of the company, you shall then assign financial values to each goal.

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### Question - 19:

Please tell me how do you 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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### Question - 20:

Please explain 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 - 21:**

Please tell us 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.

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**Question - 22:**

Explain me what are the best practices on Twitter?

**Ans:**

Some of the best ways to use Twitter are:

- \* Using not more than 2 hashtags every tweet.
- \* Keeping the tweets around 100 characters. Make your tweets crisp and hitting.
- \* Schedule and plan your tweets with the help of Buffer or TweetDeck.
- \* With the help of Twitter Advanced search, you can manage your Twitter Marketing activities.
- \* Keeping a check on Twitter Analytics to know what could be done to improvise the strategy.

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**Question - 23:**

Explain me have you ever handled online reputation crisis?

**Ans:**

It is one of the most common social media job interview questions faced by a social media manager.

Tell them what 'Online Reputation Crisis' means to you (in accordance to their company's working) and what are the possible steps you would take to resolve the problem.

Suggest them to have 'best practice' protocol if they don't have one. Mention about the social media policy and how will you resolve the conflicting situation.

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**Question - 24:**

Explain me what Are Some Advertising Campaigns You Feel Are Particularly Effective?

**Ans:**

This kind of open-ended question invites a prospective employee to simply describe the marketing efforts he thinks work. As the interviewee describes campaigns that have made an impression on him, you will learn about his overall outlook on marketing. Further, you'll learn what kind of campaigns he might like to create. This information can help you decide if the applicant will be a good fit for your agency.

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**Question - 25:**

Explain me what is your most successful social media campaign? Why?

**Ans:**

Everyone show (probably brag) their accomplishments in their CV and the chances are high that you have done it too. Then why is the interviewer posing such a question?

Well, they wish to know about your accomplishments in your words. They want to know how you started a particular social media campaign, how you tracked the success, and what profit it made for the company. While you are talking about your previous campaigns, they will judge you on your enthusiasm for the industry and how passionate you are.

Pro Tip: Talk in numbers and don't give them false hope.

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**Question - 26:**

Tell us 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 - 27:**

Professional Media Advertising Officer Job Interview Questions:

**Ans:**

- \* Why are interested in advertising as a career?
- \* Describe an ad campaign that worked.
- \* Describe an ad campaign that didn't work.
- \* What is your favorite campaign, past and present, and why?
- \* What tools have you used to create ad campaigns?
- \* Do you have media planning experience?
- \* How would you integrate social media into advertising campaigns?
- \* If advertising became obsolete, what would your next career field be?



- \* What keeps you motivated?
- \* Present one of our current clients to us.
- \* How do you measure the effectiveness of an advertising campaign?
- \* How would you design and implement an advertising campaign for a new product?
- \* How would you persuade a customer that our product was better than the competition's?
- \* How would you react to an unhappy client?
- \* Is any publicity, even bad, good publicity?
- \* What qualities are needed for success in this field?
- \* What are the major trends in advertising today?
- \* What is the difference between marketing, sales, and advertising?
- \* What is the most effective way to measure and track advertising campaigns?
- \* What do you consider to be the most effective form of advertising? Why?
- \* What is this company's mission?
- \* Do you understand our target market and clients?
- \* How would you describe this agency?
- \* Why would this agency be a good fit for you?

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### Question - 28:

Top Role-specific Media Advertising Officer Job Interview Questions:

#### Ans:

- \* What brands inspire you? Why do you think their campaigns are effective?
- \* How do current trends in the advertising industry inform your work?
- \* Which of our clients would you like to work with? Why?
- \* What sets us apart from our competitors?
- \* Describe the clients you're working with now. Are they B2B? B2C?
- \* Describe a time you had to sell something.
- \* What would you consider your most creative work in this field?
- \* How do you prioritize your workload with multiple clients?
- \* Describe a time your client disagreed with the marketing strategy. How did you handle it?
- \* What systems have you used to stay on budget with your projects?
- \* How would you rate yourself on meeting deadlines?
- \* How does your current team handle reporting and analytics?
- \* Talk about some integrated campaigns you've worked on. Which channels did you use and why?
- \* What is your experience with offline channels? How have you integrated them with online channels?
- \* Describe a time you worked with a team towards a shared goal.

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### Question - 29:

Sample Media Advertising Officer Job Interview Questions:

#### Ans:

- \* How would you describe the current advertising field as it stands right now?
- \* What do you see as the future of advertising?
- \* What types of advertising tools have you worked with?
- \* Describe a time that you used an advertising strategy that failed.
- \* Describe some of the advertising strategies/platforms/campaigns you have created.
- \* What types of testing do you use to gauge the effectiveness of your advertising project?
- \* What made you decide to go into advertising?
- \* Do you understand our target market/demographic?
- \* How would you compare advertising today to what it was like 10 years ago?
- \* What do you consider the most effective current form of advertising?
- \* What do you feel most unsuccessful companies lack in terms of advertising?
- \* What do you consider an effective advertisement and how do you evaluate it?
- \* How do you develop your advertising strategies?
- \* What expertise do you have that makes you a better candidate than other applicants?
- \* Do you believe there is such thing as "bad publicity?"

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### Question - 30:

Tell me what is the most important task of a social media manager?

#### Ans:

With this question, the recruiter will judge you on how you prioritize your task list. You can answer by monitoring the audience within the brand's social channels. The most important task of any social media manager is not to get likes or shares on the posts shared but to engage the followers regularly. It is important to make your fans feel that you are there for them and care for them. Showing them interest to have them as a customer will do the trick!

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### Question - 31:

Explain me what are the social media success tracking tools?

#### Ans:

It is important to track the social media success to know if you are on the right track or not and if not, then what could be done to improve the performance. The relevant metrics that could be used to track social media success are:

- \* Google Analytics

To measure how much traffic is being directed to your website from different social media channels.



\* Quality and relevancy of content

By monitoring the unique page views, total pages viewed, and the time spent on a page can be used to review the quality of content.

\* Observe the conversations about your company

The share of voice is nothing against conversations about your company vs that of your competitor's. You can observe this by a simple yet effective formula i.e., company's mentions on social media platforms and the mentions of your competitor's name on the same.

You can use SocialMention, a free tool to track the names.

\* Tracking with Social CRM tool

You can track the total size of community and engagement with the help of a social CRM tool.

\* Tracking overall Social Media Returns

By adding up the total of your positive, negative, or neutral mentions, you can measure the social media returns over time.

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### Question - 32:

Explain 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 (a strategy recommended by Facebook Marketing Expert Mari Smith).<sup>4</sup> If you have your own awesome anecdote already, that's even better!

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### Question - 33:

Tell me do you know our competitors? What Social Media strategies are adopted by them?

**Ans:**

Be prepared for this question. Don't forget to do your homework. You should learn about the company you have applied to, know their background, what are their key areas, their competitors and what strategies are adopted by them.

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### Question - 34:

Tell me why do you want to work at a marketing agency?

**Ans:**

Passion for helping companies engage with customers. Focus on results for clients and not just on activity or something that simply looks cool. Tell me how you plan to join the team and immediately dive into an assignment for a client. Explain that you are driven by getting things done and doing them really well. That's the type of energy and passion our clients expect.

One of the most common answers I hear from recent grads is how they "want to learn as much as they can" with the job. YUCK! Learning is great and expected. What's more important to me is how the candidate will contribute. Even with entry-level roles I expect people to focus immediately on contributing value. I hire people for their talent to make things happen, regardless of the level. Here's another way to look at it. Microsoft hires platoons of the best and brightest software engineers and programmers fresh out of top-notch schools every year. Many are hired after an intensive internship program. When they start their new roles they are immediately given a project to begin coding or testing. These engineers are not being paid by Microsoft simply to learn, but to contribute as quickly as possible. I expect the same from people that will work on my team.

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### Question - 35:

Tell me 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 - 36:

Tell me what is the difference between social customer service environment and social marketing environment?

**Ans:**

This question on social media will differentiate between mediocre candidates and above par candidates.

**Social Marketing Environment**

It calls for a more conversational approach. Since most social media conversation doesn't revolve around sales, the best candidate will be able to recognize where someone is in their purchase journey and thereby, will guide them to their destination.

**Social Customer Service Environment**

This requires the ability to resolve conflict, patience, and empathy. The candidate must be able to recognize situations that call for an escalation to management. As a social media expert, you should know that you are not responding just one customer but the audience of future customers.

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### Question - 37:

Explain me how can you boost Facebook reach?

**Ans:**

Some of the tips to increase your reach on Facebook are:

- \* Buy some ads
- \* Stop using 3rd party tools





- \* Improve your Facebook EdgeRank
- \* Keep building your own Website and Email list

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### Question - 38:

Tell me what KPIs (Key Performance Indicators) would you recommend to report on social media efforts?

#### Ans:

There are various key performance indicators like Video or SlideShare views, Social Connections, Traffic Data, Mentions, Comments, Likes, Shares, Demographics and Location, the number of active followers, and more.

One should identify to determine the reach and engagement of the company on social platforms. By tracking the right KPIs, the company will be able to make adjustments to your social media budget and strategy.

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### Question - 39:

Tell me how Would You Describe Our Client to a Stranger?

#### Ans:

An interview can also be a good place for an applicant to demonstrate her communication skills. The University of Texas at Austin McCombs School of Business notes it might be worthwhile to ask an interviewee to describe the public perception of one of your clients. This technique also gives you an idea of the applicant's innate understanding of a specific client's needs.

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### Question - 40:

Please explain 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 - 41:

Tell me how you would plan a marketing campaign strategy?

#### Ans:

This is a BIG question and that's intentional. I want to see how a candidate approaches any kind of marketing planning with customer focus. Even the most basic university marketing class covers this information and if students were paying attention, they should easily share their version that covers a systematic approach. However I am always surprised how even experienced marketing pros struggle with this question. Even journalism and liberal arts students can answer this question using frameworks they've learned in history and political science courses.

Generally, marketing planning should cover these elements, no matter how big or small the effort involved.

- \* Current Assessment (market and customer)
- \* Objectives
- \* Strategy
- \* Tactics to support the strategy
- \* Execution
- \* Measuring success

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### Question - 42:

Explain me a couple of 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 - 43:

Tell 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 - 44:

Tell me how can we allocate a budget for social media advertising?

#### Ans:

You should prepare your answer on the basis of how best to allocate your budget and how can you track if it is successful or not.

For instance, let's take a typical budget for Facebook ads. Depending on the type of company and the market, a minimum of \$500 per month is a good start.

Investment in content marketing and social media is mandatory for success. There are 6 ways to consider if you want to see the Return on Investment (ROI):

- \* Training



- \* Manpower
- \* Time
- \* Financial
- \* Monitoring, publishing and reporting software
- \* Attention

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### Question - 45:

Please tell us 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 - 46:

Do you know what is RSS Feed and why it is crucial?

#### Ans:

The full form of RSS is Rich Site Summary. RSS is an XML file. These feeds push content to company's site and allow readers to subscribe to their feed.

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### Question - 47:

Explain 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.

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### Question - 48:

Explain me the Customer Lifecycle and how we engage with Demand Generation processes?

#### Ans:

For internships and entry level positions I am looking for a general awareness of demand generation processes from awareness, consideration, evaluation, purchase, and post-sale customer relationships. Business grads often share the general information they learned in their marketing classes. Liberal arts students should NOT be discouraged by this. There is so much information on this topic that anyone interested in B2B marketing agencies or corporate roles should thoroughly research this topic. For senior level consultant and director positions I expect significant knowledge and experience to describe the process, as they understand it. This part of the interview can be incredibly interesting and engaging. The ideas a candidate shares can follow the traditional funnel discussion to how customers follow unique paths to buying from companies. I enjoy and respect unique ideas and vision because those are the root of innovation.

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### Question - 49:

Please tell us 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 - 50:

Do you know what are the elements of a viral video?

#### Ans:

Some of the elements necessary to make a video viral are:

- \* Deciding the audience before creating the content of the video.
- \* Making the first 20 seconds of a video compelling. These 20 seconds will influence the viewers whether to watch it further or not.
- \* Time relevance should be observed as it encourages the campaign's viral potential.
- \* The video must be entertaining to the masses as well as universal.
- \* A catchy line or phrase must be there to hit the viewers' thought process positively.
- \* Create attention grabbing and compelling title with relevant tags to include widely searched key terms. An interest description will act as a teaser to the audience.
- \* Seed the video to journalists, influencers, and bloggers for whom it is most relevant to.

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### Question - 51:

Tell us 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 - 52:**

Explain me about marketing campaigns you've seen that you really admire?

**Ans:**

I want to hear the attention to detail, observations, and interest. I don't care if the campaign is for a local sandwich shop or a major airline. Tell me about the details that helped that company engage their customers. Share why you think the campaign was successful and why. Again, I'm not looking for right or wrong answers. I am evaluating the thought process and critical thinking. Bonus points for sharing a personal experience related to the campaign. Super bonus points for candidates who describe how it would be cool to test other elements in the campaign.

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**Question - 53:**

Please tell us 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 - 54:**

Tell me what Makes You a Good Fit for the Agency?

**Ans:**

A prime applicant will have researched the firm before heading into an interview. Questions like this will allow you to determine how deeply the interviewee understands the local advertising market and your firm. According to Best Sample Resume, a career advice website, a standout applicant will offer a unique reply that gets into specifics. After all, anyone can brag about their dedication to work, but a special applicant will reinforce why she wants to work for your firm more than any other.

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**Question - 55:**

Tell me is Google+ worth for using in a business?

**Ans:**

Google+ provides a unique tool 'Hangouts' which helps a business to have video conversations with its followers at zero cost. If you regularly share high-quality content on Google+, it will get indexed instantly and thus, it becomes easier for one to rank their website on target keywords.

With +1s on Google+, the company will have a greater chance to have a higher ranking on Google.

It is also advisable to integrate the Google+ page with other platforms like LinkedIn, Facebook, YouTube, and company's website.

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**Question - 56:**

Please explain me 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 - 57:**

Tell me what Facebook Edgerank is? Why is it important?

**Ans:**

Facebook Edgerank is the algorithm used by Facebook to determine whether your posts should be put up or not in the news feed of your page as well as your follower's page and what should be their position.

Edgerank measures

\* The affinity between you and your followers

\* How links, video, images, and content engages the reader

\* And the time of the post.

All these aspects impact the marketing strategy of your Facebook Business page which makes it so important to understand Edgerank.

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