

Competency based Interview Questions and Sample Answers for Digital Marketers



Question 1: “Tell me about yourself”

The interviewer is looking for:

- Evidence that you qualify for this role
- How well you answer an unstructured question

Tip:

- ★ Use the job description to pick a few skills you already possess
- ★ Build a story about those skills with your experience

Answer Format:

Scene > Conflict > Resolution > Results

Sample Answer:

SCENE:

From a very early young age, I love being around people. My friends used to come to me for solutions when they have a conflict

[INSERT your answer]

CONFLICT:

When I wanted to do my degree, I didn't know what degree should I take, I ended up taking engineering

[INSERT your answer]

RESOLUTION:

During my final years, I came across online ads, which followed me every website I visit, I researched and realized this is part of Digital marketing

[INSERT your answer]

RESULTS:

During this course, I learned remarketing and worked on a project. I went to nearby restaurants, volunteered on social media for free. Got one project. Increased their Instagram account from 10 - 5000, got them 50 new walk ins

[INSERT your answer]

Question 2: “Tell me about a time you had to make a difficult decision and how do you go about it?”

The interviewer is looking for:

- How would you handle a stressful situation
- Decision-taking abilities
- Your thought process

Answer Format:

Scene > Conflict > Resolution > Results

Sample Answer:

SCENE:

I was running a one month Pre Diwali Sale Instagram Campaign with a budget of 10 Lacs. The campaign was performing well for the first few days.

[INSERT your answer]

CONFLICT:

The second week, because of the high volume, our server crashed. My team was planning for this month ahead, however, I didn't inform the IT department about the sale volume.

[INSERT your answer]

RESOLUTION:

Immediately, I had to stop the campaign. Quickly I spoke to the HR & CTO and fixed it in a few hour's time.

[INSERT your answer]

RESULTS:

We would have lost more than 500 sales in four hours. Lessons learned: Have a process map, checklist for all campaigns including communication and I created a custom social media policy for our team

[INSERT your answer]

Question 3: “Describe a situation in which you led a team”

The interviewer is looking for:

- Leadership skills
- How you managed
- Teamwork
- Results

Answer Format:

Scene > Conflict > Resolution > Results

Sample Answer:

SCENE:

During the course, I worked on a project where five of us were asked to come up with a brand awareness campaign for a B2B company apart from Facebook, Instagram & YouTube. We brainstormed and I suggested Google Display, LinkedIn, Slide Share and Quora

[INSERT your answer]

CONFLICT:

We brainstormed and identified a total of ten platforms to advertise. Two of the team members challenged that Google Display and Quora might not work

[INSERT your answer]

RESOLUTION:

After researching and going through some case studies, we were able to find out Google Display gives optimal results for awareness campaigns, so we eliminated Quora, included Twitter and Google Display

[INSERT your answer]

RESULTS:

We worked together, presented the plan, implemented a sample campaign. We saw an increase of 200% traffic to the website from new users

[INSERT your answer]

Have 5 scenarios like this ready

Question 4: “Give an example of a time you had to respond to an unhappy manager/customer/colleague”?

The interviewer is looking for:

- Are you a Problem solver
- Will you be a good team player
- How would you react

Answer Format:

. Scene: Scenario: One customer_____ A comment _____

. CONFLICT: Not happy_____ Negative _____ Bad experience_____

. Resolution: Addressed _____ Listened _____ Responded_____

. Results: Happy _____ Apology _____ Gave a five star_____

Example Answer:

SCENE:

Last year, when we ran a special offer Twitter post, sales picked up, I got a notification about this tweet from a customer which was retweeted five times

[INSERT your answer]

CONFLICT:

The tweet mentioned that he is not happy about the flight ticket and wanted a refund immediately. He was an Influencer, had a show and a huge following

[INSERT your answer]

Resolution:

I tweeted to him saying, I will personally look into it and ask for the details and a few hours' time. I spoke with the management team and asked to refund the process asap even though our regular refund period is at least 24 hrs. We were able to refund within two hours.

[INSERT your answer]

RESULTS:

He thanked me for the prompt response and refund. He tweeted " X company is not as bad as I thought, I got my response within hours"

[INSERT your answer]

Question 5: “Describe a situation where you are asked to do something that you had never attempted previously”

The interviewer is looking for:

- Your approach
- Your attitude
- How you behave in a different situation
- Your ability to step out of your Comfort Zone

Answer Format:

- ✓ Scene: Scenario: New _____ Process _____
- ✓ CONFLICT: Live today _____ Different team _____ Impact _____
- ✓ Resolution: Learn _____ Quickly _____ Changed _____
- ✓ Results: Managed _____ Timely _____ Response _____

Answer Example:

SCENE:

We brainstormed, prepared, created a landing page for the upcoming new product launch that was all set to launch the next day

[INSERT your answer]

CONFLICT:

We tested. Everything was fine except the *Contact Us* form was giving errors. Our developer was on vacation and not reachable

[INSERT your answer]

Resolution:

I was responsible for this entire process. Though I have never built an HTML landing page, I quickly learnt the HTML for the landing page and created a similar landing page with a form.

[INSERT your answer]

RESULTS:

We were able to launch the campaign, got 70 conversions on Day one. I was given Employee of the Month for this achievement

[INSERT your answer]

Question 7: “Tell me a time when you led a difficult project”

The interviewer is looking for:

- ✓ Leadership ability
- ✓ Ownership
- ✓ Project management skills

Answer Format:

. **Scene:** New _____ Different _____

. **CONFLICT:** Which can _____ Time consuming _____ Team effort_____

. **Resolution:** New process _____ Surprise _____ New learnings_____

. **Results:** Happy _____ Satisfaction_____ New opportunities_____

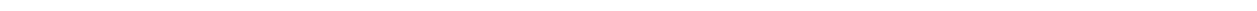
Example Answer:

SCENE:

Last year we want to put together a large Digital Marketing Conference with 500 participants, 10 speakers, and delegates

[INSERT your answer]

CONFLICT:



While we have conducted small events, we did not have any experience with large scale events.

[INSERT your answer]

Resolution:

I was nominated to manage this entire conference - right from identifying speakers, vendors, sponsors, to arranging travel, venue, and registrations. I ensured systematic planning, organizing and handling of the overall logistics.

[INSERT your answer]

RESULTS:

We were able to bring in 600 paid participants, 10 International speakers and enough sponsors generating a total Net Revenue of 50L.

[INSERT your answer]

Question 8: “Tell me about a time you failed”

The interviewer is looking for:

- Learnings from mistakes
- Willing to fail
- Experience

Answer Format:

. Scene > Conflict > Resolution > Results

Example Answer:

SCENE:

We created an Alexa skill for our Podcast about everyday Digital Marketing Tips

[INSERT your answer]

CONFLICT:

We thought this will be a big hit and we can be on the top 10 list of skills in India

[INSERT your answer]

Resolution:

After marketing for several weeks, we realized that only 20 users enabled the skills. We stopped spending money on marketing

[INSERT your answer]

RESULTS:

We were able to see an increase in the podcast download on Apple Podcasts. Lessons learned. Test, use data and real users before spending

[INSERT your answer]

Question 9: **How do you prioritize your work ?**

The interviewer is looking for:

- Management skills
- Time management
- Priorities

Answer Format

. Scene > Conflict > Resolution > Results

Answer Example

SCENE: Every day, I allocate the first 15 minutes to prioritize my daily tasks based on the deadlines

[INSERT your answer]

CONFLICT: Emails, notifications, and chats can distract me easily

[INSERT your answer]

Resolution: I open my emails three times a day. 10 minutes as soon as start, 30 minutes around 2 PM, and ten minutes at 5 PM. My teammates know that I check my emails only during these times

[INSERT your answer]

RESULTS: This helps me focus on what needs to be done. For the past six months following this system has helped me become more productive

[INSERT your answer]

Question 10: **“Give an example of a situation where you solved a problem in a creative way”**

The interviewer is looking for:

- Problem-solving
- Creative thinking
- Resourceful

Answer format:

. Scene > Conflict > Resolution > Results

Answer Example:

SCENE: Videos and visuals are an important part of our social media strategy for our organization. We produce almost 10-20 videos per week

[INSERT your answer]

CONFLICT: Even after advertising the videos, we were unable to see the results that we want to

[INSERT your answer]

Resolution: The videos were educational, so we divided the team into groups and challenged them to use all resources including taking time out to go outdoors and shoot the video to make it interesting. We converted this to a game

[INSERT your answer]

RESULTS: Each team became a character and came up with creative ideas. The videos are much more engaging and helped increase the engagement, shares and watch time

[INSERT your answer]

Question 11: **Tell me about a time when your communication skills improved a situation**

The interviewer is looking for:

- Problem-solving
- Communication
- Leadership

Answer format:

. Scene > Conflict > Resolution > Results

Answer Example:

SCENE:

We had a weekly newsletter that goes to our clients with the latest trends and guides

[INSERT your answer]

CONFLICT:

The open rate was around 13-15 % and it was slowly decreasing. We want to send an important message on one email

[INSERT your answer]

Resolution:

Apart from sending the email, we also send a WhatsApp reminder about that important message

[INSERT your answer]

RESULTS:

The response from WhatsApp message was far more than the email. There was a 70 % increase in open rate on WhatsApp. Now we communicate both via WhatsApp and Email

[INSERT your answer]

Question 12: **If you had to explain How Google Works to a grade-schooler, what would you say?**

The interviewer is looking for:

- Communication
- Simplifying a complex topic
- Elevator pitch

Answer format:

. Metaphor > Concept

Answer Example:

METAPHOR: You want to know how many stars are in the galaxy? Whom do you ask?

Answer: My Teacher/family

[INSERT your answer]

CONCEPT: Google is like a teacher/librarian where you can get all the answers. Google has got all the information you need

[INSERT your answer]

Question 13: [What's the one topic that you love and can talk for hours? Can you explain it to me in 2 minutes?](#)

The interviewer is looking for:

- Communication
- Passion
- Ability to concisely summarize

Answer format:

. Scene > Why > Show your passion > Pause > Results

Answer Example:

SCENE: For the past three years, I have been working in an IT Company and right from my childhood, I enjoy dancing

[INSERT your answer]

WHY: When I was in my college, I saw a video of my favorite dancer, after watching the video for the next few days, weeks and months all his related videos were following me everywhere online

[INSERT your answer]

PASSION: I realized this is something to do with Online ads like remarketing. I researched and fell in love with the concepts, that's when I decided to learn Digital & social media

[INSERT your answer]

PAUSE:_____

RESULTS: And that's what I do now work full time as Digital Marketing in an IT Company. I am passionate and love both Digital Marketing and Dancing. I teach dancing and have over 2 million followers on You Tube. I can talk about both Digital Marketing and Dancing for hours. However I think now I will stop :)

[INSERT your answer]

Question 14: **Tell me about the most unstructured situation you've ever worked in.**

* The interviewer is looking for:

* Confidence

* Are you a self starter

* Are you a good fit for their culture

Answer format:

. Scene > Conflict > Resolution > Results

Example Answer:

Scene:

I have worked in a structured organization and had a chance to work in a startup for almost a year now. This startup culture was almost unstructured and learned a lot

[INSERT your answer]

CONFLICT:

There is no job description or hierarchy in this startup

Resolution:

We all take responsibilities on what we are good at and help each other.

[INSERT your answer]

Results:

Learned how to take initiatives, prioritize based on the startup objectives, sometimes we had to present without any preparation. Learned how to have good presence of mind

[INSERT your answer]

Question 15: [Do you have any additional experience that's relevant for this job?](#)

The interviewer is looking for:

- To know more about you
- Opportunity to market yourself
- Other relevant experience

Answer format:

✓ Scene: I _____ In addition _____

✓ Story: I was _____ When I _____ Didn't _____

✓ Results: Experience _____ Built _____ Team of _____

Example:

SCENE:

In addition to my job, I love interacting, learning and sharing knowledge on a regular basis.

[INSERT your answer]

STORY:

When I started my career in Digital Marketing, I was looking for like-minded people to learn and interact.

This led me to start a small meet-up with in our local coffee shop

[INSERT your answer]

RESULTS:

The small meetup gradually grew to a community of passionate digital marketers. We continue to meet every week with a mission to learn and support each other. Together, we have initiated several projects that help other marketers get into digital marketing.

This experience of mine in building a community, managing them will be helpful in building relationships with teams, vendors and customers.

[INSERT your answer]

Question 16: [What do you know about our company?](#)

The interviewer is looking for:

- Have you done your research
- Why do you want to this company
- Interest

Answer format:

. Scene > Additional relevant information (research) > Why

Example:

Scene: Last month I was sharing with one of my friend about how much Google cares for their employee and how much Google employees love their jobs

Additional relevant information: (Do your research. Check for latest blog posts, social media posts) I follow all the Google blogs, Google webmaster central YouTube. This is one of the channel I follow to keep myself up to date with Digital Marketing, recently I was watching a recent video, Larry Page & Sergey Brin shared their vision on the mission statement to organise the world's information and make it universally accessible and useful is more important in 2020

[INSERT your answer]

Why: It's been my dream job to work in a company like Google since my teenage years. The culture, openness and I am sure, I will be proud and be a part of a bigger mission on making the world's information universally accessible

[INSERT your answer]

Question 17: Give me an example of a time when you did not meet a client's expectation. What happened, and how did you attempt to rectify the situation?

The interviewer is looking for:

- Talk about failure
- Why you failed
- Responsibility
- Problem solution

Answer format:

. Scene > Conflict > Resolution > Results

Example:

Scene:

I was responsible for the Google shopping ads campaign for an eCommerce client. The target was minimum 1000 sales a day

[INSERT your answer]

CONFLICT:

For the first few weeks, the campaign gave more than the target, however after three weeks, the campaign went to below 600 sales a day. I was trying to figure out what is happening, everything looked fine

[INSERT your answer]

Resolution:

After careful analysis, I realized that I added a tracking code to one page, there was an error in that page, because of that error the page was loading very slow and high bounce rate

[INSERT your answer]

Results:

I informed the client about the mistake and made sure I paid close attention. Since then I set up an alert from Google Ads, if the sale goes less than 1000 to send a notification.

[INSERT your answer]

Question 18: **"Describe a time when you had to convince a resistant customer"**

The interviewer is looking for:

- Negotiation skills
- Convincing a client
- Outcomes

Answer format:

. Scene > Conflict > Resolution > Results

Example:

Scene:

One of our existing clients wants to get more customers. We were already running Google ads for the client

[INSERT your answer]

CONFLICT:

I proposed the client to invest in SEO and content, however the client said that SEO and content will take a lot of time to see results

[INSERT your answer]

Resolution:

I took some data from a tool, Spyfu and showed them how much free traffic they could get within a short period of time, optimizing their videos, images and blog posts. I also showed him how much money their competitor is saved doing SEO

[INSERT your answer]

Results:

The client finally agreed on this, we were able to optimize their blog posts, videos, audio and images resulting in an increase of 25 % organic traffic and 5 % conversion from new visitor via organic traffic within a months time

[INSERT your answer]

Question 19: **“Tell me a situation when your teammates disagreed with your ideas. What did you do?”**

The interviewer is looking for:

- Team work
- Conflict Resolution

Answer format:

. Scene > Conflict > Resolution > Results

Example:

Scene: I presented the landing page which I created for a client. It had a clean interface, bright call to action and a testimonial video above the fold

[INSERT your answer]

CONFLICT: Three out of four team members told this is too plain, we need something colorful with navigation to other pages

[INSERT your answer]

Resolution: I created this landing page based on inputs from potential clients and normal users. I proposed to do a A/B test with another version of the landing page

[INSERT your answer]

Results: After running the A/B test, the version one which I created earlier gave 22% click through rate and the other version gave 15 % CTR and the conversion rate was 5% for version 1 and 1% for version 2. The team decided to go with the first version of the landing page

[INSERT your answer]

Question 20: **“What will you do to reduce company cost”?**

The interviewer is looking for:

- Your contribution to the company
- Are you a problem solver

Answer format:

. Scene > Conflict > Resolution > Results

Example:

SCENE:

During my college fest, I was incharge for a marketing show, we planned to invite Influencers to be part of the show

[INSERT your answer]

CONFLICT:

The proposed budget was 5 Lac rupees, however we were given only 2 Lac for the entire fest, we came up with a completely different strategic plan

[INSERT your answer]

Resolution:

We used our network and within our network we were able to find micro influencers. We also identified people who had less followers but smart, they were ready to be part of the show for free

[INSERT your answer]

RESULTS:

We all used our connection and networking skills, learned how to change plans during crises and got almost the same results. The Influencers got the exposure, we got our work done. Win Win

[INSERT your answer]

Question 21: **What scares you?**

How will you answer this interview question?

The interviewer is looking for:

- Your strengths and weaknesses
- Work ethics

Answer format:

. Scene > Conflict > Resolution > Results

Answer Example:

SCENE:

My mentor/friend took me to one of the marketing event, where there were more than 50 participants

[INSERT your answer]

CONFLICT:

During the event, we had to partner with someone whom I have never met before, work on a plan and present the idea

Resolution:

My biggest fear is presenting to a group of people whom I have never met before, being an introvert, surrounding myself with a bunch of people scares me

[INSERT your answer]

RESULTS:

My mentor/friend noticed this and helped me overcome this fear, she took me to almost every event and **she encouraged me to just meet everyone and just say hi**. I have improved a lot now. Before I would grade myself 1/10 now I can grade myself 6/10

[INSERT your answer]

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