

## Marketing Executive Interview Questions

Marketing executives play a key role in the marketing game. They are in charge of implementing marketing strategies and promotional events. These specialists must dispose efficient methods and techniques in their vast arsenal in order to successfully promote your company's products and services. Perfect candidates are passionate about the 'art' of marketing, always ready to undertake various innovative strategies for boosting brands. Moreover, top-skilled marketing talents must demonstrate leadership skills, an ability to juggle several projects at once, and easily get accustomed to fast-paced environments.

So, if you are looking for a person who will easily reach out to the market and increase your brand awareness, this list **Marketing Executive Interview Questions** will help you.

These questions are aimed to evaluate whether applicants understand your company's requirements, your customers' needs and whether they are ready to face all the challenges of marketing executive job. Modify this template for your company if necessary.

### OPERATIONAL AND SITUATIONAL QUESTIONS

What tools would you employ to detect the campaign's failure?

How to boost our brand awareness? What social channels may come in handy?

When do marketing campaigns come in handy?

Your company is about to launch a new mobile app. Who would you invite to a launch party? How would you determine the list of guests?

What kind of training measures would you recommend to a junior marketer?

What tracking tools would you employ to access the efficiency of newsletters?

Imagine that your company participates in a conference, which is taking place in a week. You need to prepare promotional and booth materials. How would you organize your team and prioritize the work in order to successfully meet this deadline?

How do you manage a marketing budget?

### ROLE-SPECIFIC QUESTIONS

Which organizations are our main rivals in your opinion?

Who are our strategic customers? How to increase our customer base?

What marketing tools and software do you typically use?

What are the most efficient SEO practices do you know?

What tracking marketing tools do you typically use? How to inform your team about tracking results?

How to track and assess your team progress?

### BEHAVIORAL QUESTIONS

Have you ever used Google AdWord in order to implement a marketing campaign? Provide an example. What goals did you try to reach? What were the results?

Have you ever launched a campaign that failed? Provide an example. What went wrong?

How to handle conflicts in your team?

Have you ever participated in a cross-team project? How did prioritize the teams' work in order to meet deadlines?

How do you learn about new marketing software and techniques?