

List of Top Digital Marketing Interview Questions

Digital Marketing Interview Questions

1. What made you come into the field of digital marketing?
2. What do you understand by the term keyword?
3. How important is digital marketing for a business in present times?
4. In what situation do you think online marketing is more important than offline marketing?
5. If you have to design a digital marketing plan then how would you do about it?
6. What is it that you find really interesting about this field?

SEO Interview Questions

1. What is your strategy for performing a keyword search?
2. Can you share a situation in which your SEO campaign did not go well? And now what changes would you want to make to it?
3. Highlight some of the newest and important changes that have been made by Google in recent times in their search algorithm?
4. While doing an SEO audit for any website, what are the steps that you follow?
5. How important is SEO for a website?

Pay Per Click Or Google AdWords Interview Questions

1. What do you understand by PPC?
2. Explain the working of the Google Display Network.
3. What do you think is the number of keywords one should have per ad group?
4. Throw some light on the primary models that are used for determining the value for Pay Per Click.
5. Share your idea of creating a rewarding PPC campaign.
6. Tell us about some of the important features of a good PPC landing page.
7. What do you understand by the term responsive website?

Social Media Marketing (SEM) Interview Questions

1. If you are asked to create one social media calendar, share with us the process of doing so.
2. What are the different metrics that you can use in order to measure how successful your social media campaign has been?
3. How important is SEM in present times for a business?
4. Throw some light on allocating your social media budget.
5. Comment on the growth of SEM in years to come.

Content Marketing and Email Marketing Interview Questions

1. How important is content marketing for a company?
2. How can email marketing make a difference to the digital marketing campaign?
3. Highlight the difference between B2C and B2B content marketing?
4. Define a long-form content.
5. What kind of emails you should be sending in order to move a customer down the funnel?