

# Interviewing for Today's Modern Marketer

THE MODERN CONSUMER SEEKS, FINDS, SHARES & SHOPS IN A WHOLE NEW WAY, THANKS TO THE INTERNET.

AND THE MODERN MARKETER?  
SHE'S GOT A WHOLE NEW APPROACH AS WELL.



HOW MODERN IS YOUR MARKETING?

TAKE THIS 5-MINUTE QUIZ TO FIND OUT!

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The  
**MODERN**  
Marketer

Interview guide brought to you by 

## Introduction

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Your team is growing and you need to develop existing talent while hiring new rock stars to propel your business to the next level. Every organization has unique needs in terms of specialization and cultural fit that we cannot hope to address. But, for marketing leaders who've decided to pursue inbound marketing and want to ensure candidates have the baseline profile for success, here are questions you may want to incorporate into your interview process.

These questions range from behavioural to problem solving questions. As in many roles, whenever possible, hiring leaders should also seek sample work or projects that a candidate can share to elaborate on their level of skill. Ask for blog posts, eBooks, videos and even budget spreadsheets if the role calls for that skill. Any modern marketer will be thrilled to showcase his or her work.

Consider using this sample set of questions as a baseline to which you can add your own and then ask the different interviewers to cover specific areas so that you get a complete picture of your candidate. Is he or she your next modern marketing rock star?

### Sample Interview Questions Sections

- 1. Is your candidate a 'Digital Native' or are they able to easily adapt to digital?**
- 2. Is your candidate 'Analytical' and curious by nature?**
- 3. Does your candidate have 'Reach' in terms of the personal and professional network?**
- 4. Is your candidate a natural 'Content Creator'?**

## Is your candidate a 'Digital Native' or are they able to easily adapt to digital?

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What blogs do you read? What RSS reader do you use? Can you show it to me?

Notes:

Do you rank first for your name in Google? Why / why not? What would you do to maintain (or improve) this ranking?

Notes:

Do you have a blog? Can you show it to me?

Notes:

Do you use Facebook or LinkedIn? When was the last time you updated your profile?

Notes:

Do you use Twitter? Can you show me? How do you engage with others via Twitter? If you had to double your followers before we gave you a role, how would you do it?

Notes:

Do you have a channel on YouTube? Can you show it to me? What tools did you use to create your video content?

Notes:

## Is your candidate 'Analytical' and curious by nature?

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*It's difficult to figure out if someone is analytical from a standard interview, so you might test for it during the interview with the following techniques:*

How did you measure the success of \_\_\_\_\_? (blog, social media, new website, PR, some project they did, etc.)

Notes:

Give your candidate a sample marketing pipeline with theoretical numbers for website visits, leads and customers. Find out if they 'get' conversion rates and whether they can identify where the 'bottlenecks' or 'holes' might be in the funnel. Ask them to describe how they'd go about validating their hypothesis and what next steps this might uncover.

Notes:

What part of inbound marketing would you start with for our business? This question ensures the candidate understands the basics. If they say "social media" when you are getting very little organic search traffic, for example, it demonstrates that they may not be good at seeing the big picture.

Notes:

Consider a few favorite brainteasers or number-related problems that will illuminate how your candidate thinks and solves problems. This is very common for financial analyst and management consultant interviews, but is becoming increasingly applicable in any role where data and analytical thinking are important.

- Sample Brainteasers on [GlassDoor](#) and [other sites](#)

Notes:

Ask your candidate to bring his or her favorite spreadsheet to the interview so you can see how well versed they are with analytical tools, pivot table and more. Ask what counter-intuitive insight came out of the spreadsheet model and have him/her show you in graph format.

Notes:

## Does your candidate have 'Reach' in terms of the personal and professional network?

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How many people subscribe to your blog? Do you talk about our industry on your blog or about personal stuff?

Notes:

How many Facebook followers do you have? Do you talk about our industry at all on your Facebook account?

Notes:

How many LinkedIn connections do you have? How do you use LinkedIn? Do you only use it for job searches or also for networking and engagement?

Notes:

How many Twitter followers do you have? Do you talk about our industry on your Twitter account?

Notes:

Ask similar questions for any other industry-specific forums or even sites like Quora and Focus. Only you can decide how 'good' is enough by benchmarking against other candidates and successful marketers in your industry.

Notes:

## Is your candidate a natural 'Content Creator'?

What type of content have you created in the past besides your blog?

Notes:

Which content piece are you most proud of? Why? Can you show it to me? How long did it take you to create this? Did you do all the work or were there others involved? If so, in what capacity?

- Beware the 'content outsourcers' – some outsourcing is good, but you want your candidate to be confident with a keyboard and cup of coffee as a starting point.

Notes:

Can you explain \_\_\_\_\_ (*insert topic*) to me in a simple way? Inbound marketing is about making your industry interesting and helping to solve customer problems with content. This question is used to make sure that someone can drop industry jargon and communicate a simple idea in a clear and engaging way.

Notes:

Do you have experience in different content formats (written, long vs. short form, video, audio, etc)?

Notes:

If I asked you to take data from your spreadsheet and create an infographic, how would you go about doing that?

- BONUS: If your candidate has a good grasp of popular multimedia tools like Photoshop, Final Cut, Camtasia and more, jump for joy! Have them show you their work and ask how much time it takes them to put out the polished product you see before you.

Notes:

If you had to publish one blog post per day to generate the traffic and leads required, how would you approach the challenge? This question is about finding out if they can be a blog editor ... not just a solo-blogger. How would they involve the rest of the company and create an editorial calendar to succeed.

Notes:

## Do you have any additional questions that relate specifically to your industry or company?

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Question:

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