HubSpot

100 Interview Questions to Ask Marketers



Intro

Finding the right new hire is not as simple as skimming a few resumes, interviewing the top candidates, and checking references. With a quickly changing hiring landscape, finding talent has become more difficult, more competitive, and more expensive. If you're starting a new company, you may not even have a human resources department yet. With the advent of flexible work and remote jobs, the hiring pool has also expanded, making your vetting process for new candidates even more important.

When interviewing candidates, you have to ask the right questions to be able to narrow down your pool of applicants to quickly find and hire the right people.



According to Talentnow, top candidates are only available for 10 days before they get hired, so you need to be prepared for the moment you bring someone in the door (or on the computer/video call.)

First, you'll need to confirm that they are who they say that are and that their experience matches what they put on their resume. The title of "Marketing Coordinator" can mean very different things between different sized companies and organizations. Some Marketing Coordinators may be running campaigns independently and tracking their own metrics, while others may be very junior level employees assisting with projects and just starting out in their career. It's important to dig deep and ask specific questions to discover how much a candidate would be able to handle at your company.

These 100 interview questions to ask marketers will evaluate their credentials and experience, analysis skills with case study-style questions, marketing competency, and behavior/opinions.

LinkedIn reports that 56% of talent leaders and hiring managers are looking for new interviewing tools, particularly those that evaluate soft skills.

These unique questions will help you to find out if candidates will be a culture fit with your team and if their skills match the requirements for the role you are trying to fill. There are also a few fun, unconventional questions at the end meant to find out how your candidate handles the unexpected.



Table of Contents

Credential/Experience Verification Questions

Case Questions

Opinion Questions

Behavioral questions

Competency Questions

Unconventional Questions

Credential/experience verification questions

These questions are meant to confirm and validate what is on your candidate's resume. Resumes can be vague and titles can mean a number of different things at different companies so it's important to find out someone's individual experience level and skills. It will be better for you and the candidate in the long run if you vet them properly from the start rather than place someone in a role that will be beyond their experience level.



1. Tell me about yourself.
2. What made you want to apply for this job?
3. How did you hear about this job?
4. Tell me about your responsibilities in your last role.
5. What prompted you to make a change?
6. Describe a challenge you've faced and your creative approach to finding a solution.
7. Discuss a time you didn't hit a goal.
8. Walk me through your resume. How did you find each one of your positions?
9. You listed [insert skill here] as a skill. Tell me about a project you've done using that skill.
10. What is your experience as a writer? How comfortable are you writing and researching on your own?

11. In which three marketing skills are you an expert?

12. How did your last role change over the course of your tenure?

13. How familiar are you with our product?

14. Why our company?

15. Why did you choose marketing?

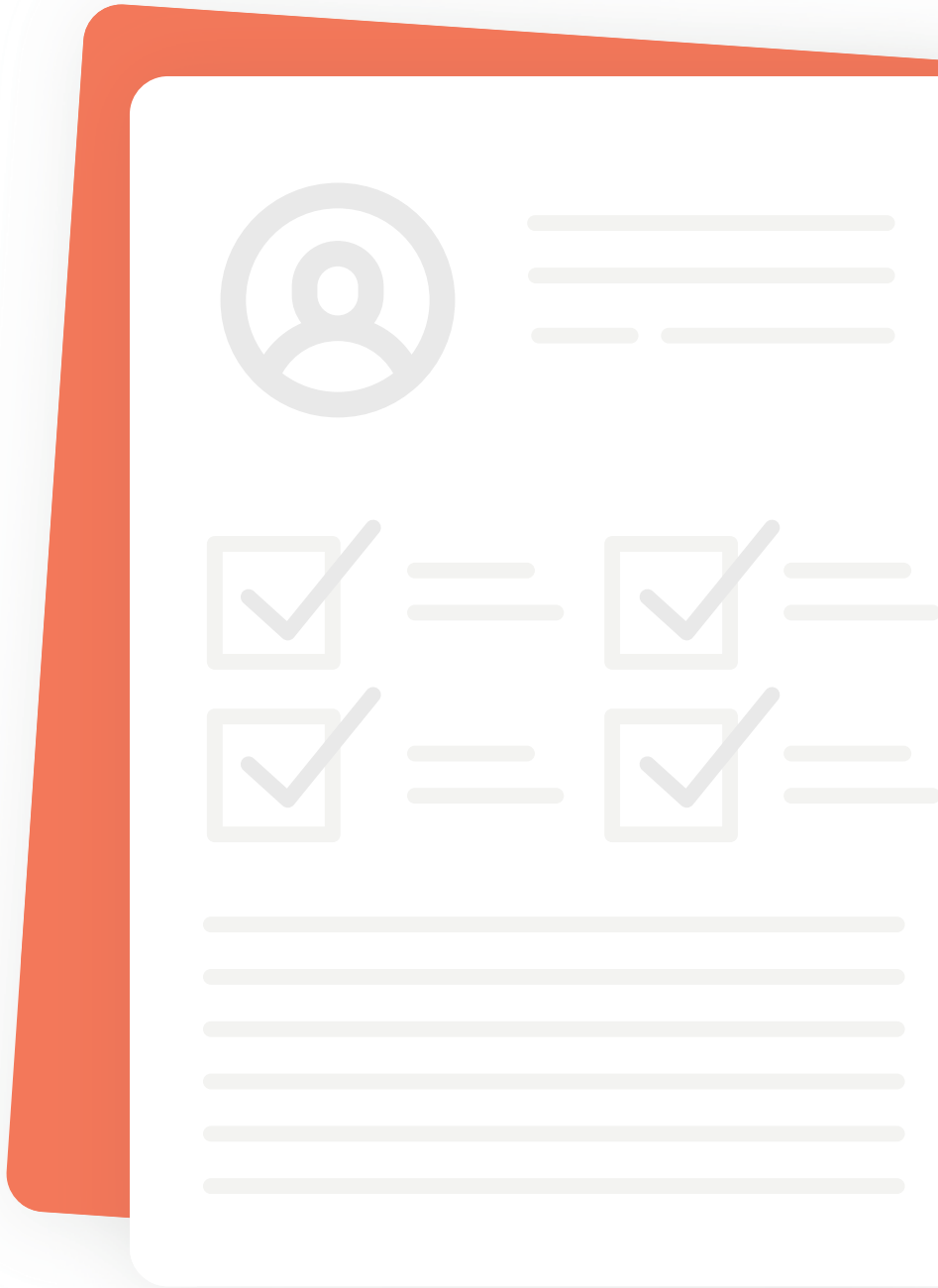
16. What did you study in school?
Tell me about your favorite course you've taken.

17. What are you involved in outside of work?
Tell me about your hobbies or extracurricular activities.

18. What is a trend in our industry right now that you've noticed?

19. What other companies are you considering right now?

20. What industry or field do you have the most experience marketing for?



QUESTION 1

Tell me about yourself.

This question allows the candidate to frame their experience on their own terms. Maybe they've made a career change or took some time off to help care for a sick family member. Giving a candidate an opportunity right off the bat to explain their situation will hopefully answer questions you had without you having to probe.

What to look for in a response

Honesty. By telling you their story without you having to be the one to bring up a gap in resume or a career change, you now know that this candidate is a forthright person.

Red flag

Reading directly from the resume. If a candidate seems nervous, try to break the ice and encourage an informal conversation.

QUESTION 2

What made you want to apply for this job?

This will show the applicant's research process, motivations, and give you an idea of what they are looking for.

What to look for in a response

Look for thoughtful answers that match well with the position you have posted. Listen for someone looking for a next career challenge or who is looking to grow and develop their skills.

Red flag

Vague responses that don't match the position mean they haven't done their research.

QUESTION 3

How did you hear about this job?

It's valuable for you to know how much of a go-getter this candidate is. Someone who actively sought out this role and researched your company has already identified themselves as proactive.

What to look for in a response

Look for someone who is confident and thoughtful in their response, whether it be "I found you by doing online research," "I found your company on Glassdoor and read great reviews of the culture," or "a friend of mine works here and loves the company." For interviewees, take this as an opportunity to mention specific aspects of culture or responsibilities that caught your eye.

QUESTION 4

Tell me about your responsibilities in your last role.

This question will confirm what their resume says they did versus what they say they did.

What to look for in a response

Look for concise descriptions that match their resume. Keep in mind the language they use for evaluating competency later.

Red flag

Not being able to respond to follow up questions about skills or responsibilities listed on their resume.

QUESTION 5

What prompted you to make a change?

This question will help you learn if the candidate is leaving due to creative differences or teamwork issues, or if they have learned all they could from their last role.

What to look for in a response

Look for those actively seeking to learn more and expand their skills. Bad manager fits happen, but be careful for those who have a history of leaving companies after a short amount of time.

Red flag

Blaming others for bad experiences and jumping around from position to position are red flags.

QUESTION 6

Describe a challenge you've faced and your creative approach to finding a solution.

Sometimes the solution is not as telling as the way a candidate approaches a problem. Pay attention to the process they used and how they used help from others to find an answer.

What to look for in a response

Look for interesting and new ways of solving problems and an innovative attitude.

QUESTION 7

Discuss a time you didn't hit a goal.

Goals are not always hit, and if they are, they aren't high enough. Find out if your candidate has grit and can own up to experiences not hitting goals.

What to look for in a response

Look for someone who owns up to missing a goal and see if they expand on how they moved forward, pivoted, or came up with a new strategy as a reaction to missing a goal. This shows adaptation and flexibility to changing gears.

Red flag

Not admitting any mistakes.

QUESTION 8

Walk me through your resume. How did you find each one of your positions?

This will confirm their resume and reaffirm what they've told you before.

What to look for in a response

Look for those who had to seek out and apply for positions on their own. This means they have experience showcasing their skills and proving their work.

QUESTION 9

You listed [insert skill here] as a skill. Tell me about a project you've done using that skill.

Lots of people put Microsoft Excel as a skill on their resume, but not everyone is an Excel expert. If you have a specific need for a skill for the role, ask during the interview.

What to look for in a response

Look for someone who knows their stuff! You'll be able to weed a newbie out pretty quickly with follow up questions. It's better to ask now than to put yourself in a pickle when you need some data analyzed in a month and your new hire is in over their head.

Red flag

"I've used it a few times" means it's on their computer because it came with Microsoft Office Suite but they've never opened it.

QUESTION 10

What is your experience as a writer? How comfortable are you writing and researching on your own?"

Most of marketing requires writing whether it be product marketing, content creation, social media, or PR. A strong writing foundation is essential to being on a marketing team.

What to look for in a response

Try to find out if the candidate will need coaching or editing help, or if they may be a useful editor themself.

QUESTION 11

In which three marketing skills are you an expert?

This gives the candidate an opportunity to brag a little about their most comfortable skills. This is a great chance for you to consider the strengths and weaknesses of your current team. Maybe you've needed an analyst for a while or someone with strong writing skills.

What to look for in a response

Listen for realistic skill levels and appropriate skills for the role.

QUESTION 12

How did your last role change over the course of your tenure?

This is another qualifier to confirm their resume but also a good opportunity to see if they progressed or earned responsibilities during their time at their last company.

What to look for in a response

Even if a candidate didn't get a promotion or title change, which can take different amounts of time at different companies/industries, that doesn't mean they didn't grow. Look for those who took on projects or initiatives, mentored new employees, or got involved in other ways.

QUESTION 13

How familiar are you with our product?

This is a classic question to test if your candidate did their research. It's also a great way to see if your marketing is clear to an outsider who was likely unfamiliar with your brand before the interview.

What to look for in a response

Look for someone who has definitely explored your website and content and has at least a surface level grasp on your brand or company.

QUESTION 14

Why our company?

This question is a good chance to test out a culture fit and see how deliberate they were when applying for roles.

What to look for in a response

You're not looking for a brown noser to gush about the company. Look for responses that mention specific aspects of your company (maybe your mission statement) that they were drawn to as well as those that align with their career goals.

QUESTION 15

Why did you choose marketing?

Evaluating someone's passion for their career can save you having to train a new employee a few months down the line. Setting expectations, particularly for career-switchers or those just starting out, will be important for retention and employee satisfaction.

What to look for in a response

Even if someone didn't study marketing in their undergraduate program, they ended up choosing a marketing role and should have a good reason for doing so. Find out what drew them to the profession and look for keywords that indicate if they are looking for a more creative role, analytical, or writing-heavy so you can be sure that you're on the same page.

Red flag

If you are looking for a data analyst and a candidate mentions wanting to focus on creative projects, be honest that they may not be a fit.

QUESTION 16

Tell me about your favorite course you took in school. What made it so special?

This question can give you quick information about the candidate's education and subject preferences.

What to look for in a response

Try to glean some information about your candidate's learning style and interests.

QUESTION 17

What are you involved in outside of work? Tell me about your hobbies or extracurricular activities.

Try to learn about more than the candidate's interests and causes. Research from San Francisco State University showed that those with creative hobbies perform 15-30% better at work.

What to look for in a response

Employees with hobbies have a good work life balance and actually perform better at work. A well-rounded candidate can bring unique skills from hobbies like calligraphy, whittling, or rock climbing.

QUESTION 18

What is a trend in our industry right now that you've noticed?

This question is a straightforward evaluation of how much this person keeps up with news and current events. If you're in a fast-paced industry or in a department like public relations, you'll need your new hire to know what's happening up to the moment.

What to look for in a response

A good answer will include a relevant industry or tech change that is new within the past six months to one year. They don't need to give you specifics, just enough to know they are actively reading the news.

QUESTION 19

What other companies are you considering right now?

Evaluate your competition and do some research when candidates tell you who else their considering. Maybe their benefits and perks have more options.

What to look for in a response

Honesty. This questions isn't meant to fluster, but your candidate should be able to handle answering this truthfully.

QUESTION 20

What industry or field do you have the most experience marketing for?

Find out how much education you'll have to do with this candidate up front. If you learn that they have limited experience in your industry, take this opportunity to give them videos, blog posts, or courses to take to get up to speed and ensure a smooth transition.

What to look for in a response

Look for what level they are at and how adaptable they seem to marketing for various industries.

Case Questions

For case style interview questions, look for the way a candidate thinks through the problem, not their actual solution to the problem. Many interviews using case style questions will ask interviewees things like "How many garden hoses are in the United States?" or "How much does an average 25 year old spend on groceries in a year?" These questions are meant to test critical thinking skills as well as basic reasoning skills, with the added bonus of seeing how they handle pressure. These case style questions are marketing specific, testing the candidate's ability to approach realistic scenarios that they could encounter in the role.

Look for practical, reasonable steps towards finding a solution and offer guidance with your own experience if it comes up.



21. You need to market a new product. What channels will you focus on for promotion and why?

22. You look at this month's numbers and sales have remained steady by conversions have decreased. How do you approach this problem?

23. You look at this month's numbers and traffic is lagging but conversion has remained steady. How do you approach this problem?

24. Give me five examples of ways to promote an event for our company.

25. If you had $5,000 to spend by the end of the month to hit your goal of [insert specific goal here], how would you spend it?

26. Your writing team and your design team both have different opinions on an email newsletter design. Which do you choose and why?

27. You are working with an internal team and not getting responses, but need their help to move forward and hit your goal. What do you do?

28. Choose your favorite product. Give me an idea for its next social media campaign.

29. You are working with the engineering team and have a product launch scheduled with media coverage and a planned launch. The day before the launch, the team says they aren't ready to launch the product tomorrow. What do you do?

30. A teammate of yours decides to start sending unapproved emails to your company's database of contacts to help hit your team's goal. Your users are now receiving more emails than they should, creating a subpar user experience for your customers and prospects. Your team is getting close to hitting your goal. What do you do?

31. Your funnel has recently changed to include prospects as well as leads. Now, your conversion rates are going down due to the influx of prospects. The sales team approaches you and wants to know why they aren't getting as many qualified leads this month. How do you respond?

32. You are working with a creative team and don't like the style of a project that was submitted to you. What do you do?

33. You are working with a client who has different political views from you and is very outspoken about them. They bring it up with you frequently on calls and often ask for confirmation if you feel the same way. How do you react?

34. Our target demographic is [insert buyer persona here.] How would you approach learning more about this audience?

35. Consider our target demographic, what social or marketing platforms would you use to reach them and why?

Opinion Questions

These questions are designed to evaluate your candidate's personality and get them out of their shell a little. Try to keep this part of the interview light and conversational and have an honest talk.

This is your chance to think about how they would work on your team or within your company and how you would see them fitting in.



36. What is something we could be doing better?

37. What is the most important quality in a manager?

38. What is something you admire about your favorite manager you've had? Why?

39. Do you prefer working alone or on a team?

40. What was your favorite perk you've had at a job?

41. If you could choose one benefit or perk, what would it be and why?

42. Inbox zero or inbox 3,876?

43. What is the best feedback you've ever been given?

44. Tell me about your favorite brand or marketing campaign. What makes it so special?

45. What is your favorite marketing software?

46. Phone calls or texts?

47. What is the next form of technology that will become obsolete? Why?

48. What is the last thing you read that inspired you?

49. Who is your favorite person or brand you follow on social media and why?

50. What is your most proud non-work related accomplishment?

Behavioral questions

Behavioral questions seek to learn more about the interviewee's reactions to hypothetical situations to see on a macro level how they may handle situations that arise in the role. Look for the candidate's process and problem solving skills when evaluating behavioral questions.



51. Would you rather a manager who checked in more frequently than you would prefer or less frequently? Why?

52. What do you think your last mentor would say about you?

53. If you had a deadline you knew you weren't going to meet would you be more likely to work through the night to hit it or ask for an extension? Why?

54. If you could only use one app for workplace communication, which one would you choose and why?

55. Tell me about a stressful situation at work and how you tackled it.

56. Describe a time when you had a conflict with a teammate. How did you handle it?

57. What is something I would be surprised to learn about you?

58. Tell me about a time when a client or manager wasn't happy with your work. What did you do?

59. You will often be juggling multiple projects at once. Walk me through how you prioritize when deadlines are approaching.

60. What trait is most important in a teammate?

61. If you had to choose a different career, what would you do?

62. Given the opportunity to go back and change a choice you've made professionally, would you do it? If so, what would it be?

63. You are given a failing project to take over. What do you do first?

64. Where do you see yourself in two years? Five years? 10 years?

65. What motivates you at work?

66. What is your preferred work environment?

67. Tell me about a time you had to work with multiple teams and coordinate a project to meet deadlines.

68. You find out that your manager has been buying followers and falsifying the numbers in monthly reports. What do you do?

69. You are managing a team with a big deadline coming up and need everyone to pitch in extra hours to hit it. How do you approach your team?

70. Early bird or night owl?

QUESTION 51

Would you rather a manager who checked in more frequently than you would prefer or less frequently? Why?

See how comfortable your candidate is on their own and how autonomous and independent they are.

What to look for in a response

Consider the role and the current makeup of your team. Set them up for success with a great training plan if they are the right fit; O.C. Tanner reports that 69% of employees will stay on for 3+ years after a good new hire onboarding experience.

QUESTION 52

What do you think your last mentor would say about you?

Note the twist from a question that typically asks about what a manager would say in favor of a mentor. While not everyone gets along with their manager or is leaving on good terms, a mentor is someone they have chosen to confide in.

What to look for in a response

Sometimes using the lens of another person helps shine a light on strengths, motivations, and passions that weren't obvious to the individual at first.

QUESTION 53

If you had a deadline you knew you weren't going to meet would you be more likely to work through the night to hit it or ask for an extension? Why?

Evaluate the candidate's work life balance and time management skills.

What to look for in a response

Either option, look for someone who explains their choices and thought process thoroughly.

QUESTION 54

If you could only use one app for workplace communication, which one would you choose and why?

This is a sneaky way of finding out someone's communication preference.

What to look for in a response

Note the platform and if it is video-based, a messaging app, project management software, or another form of communication.

QUESTION 55

Tell me about a stressful situation at work and how you tackled it.

See how your candidate handles stress and making decisions under pressure.

What to look for in a response

See how they use their resources.

Red flag

Be careful of those who never use help.

QUESTION 56

Describe a time when you had a conflict with a teammate. How did you handle it?

Not all personalities work together. Learn more about their conflict resolution style and how they approach problems on their team.

What to look for in a response

Look for someone who is proactive and who does not feed in to workplace drama and conflict.

QUESTION 57

What is something I would be surprised to learn about you?

It's important to balance heavy, skill/assessment questions with some personality questions to get a more holistic impression of the candidate.

What to look for in a response

Diversity in the workplace leads to more productive teams, so think about how your candidate's uniqueness will contribute to the existing ecosystem. Harvard Business Review data shows that more diverse teams have more success than homogenous teams.

QUESTION 58

Tell me about a time when a client or manager wasn't happy with your work. What did you do?

Dealing with negative feedback and staying calm under pressure are important skills to evaluate early on.

What to look for in a response

It is a skill to be able to accept and process constructive (or not so constructive) criticism. Listen for humility and a reaction with a logical rationale.

QUESTION 59

You will often be juggling multiple projects at once. Walk me through how you prioritize when deadlines are approaching.

See how well your candidate can multitask and manage their time on their own.

What to look for in a response

Look for a methodical approach and for specific examples of the software or strategies they use to manage projects.

QUESTION 60

What trait is most important in a teammate?

Consider how this person would fit in during ice breakers or team building activities.

What to look for in a response

It takes a team player to know a team player; find out if your prospect may or may not need support in certain areas.

QUESTION 61

If you had to choose a different career, what would you do?

This gives you the chance to explore what your candidates other interests and skills are and maybe unearth something that will be helpful to you and your team.

What to look for in a response

Since marketing has so many transferable skills, virtually any other career will have overlap.

QUESTION 62

Given the opportunity to go back and change a choice you've made professionally, would you do it? If so, what would it be?

This is another opportunity for your candidate to either own up to a mistake or articulate what they've learned from the past.

What to look for in a response

Listen for someone who learned a lesson, Marty McFly style. Choosing to change or not is less important than what takeaways they gained from the experience.

QUESTION 63

You are given a failing project to take over. What do you do first?

This question seeks to learn more about the candidate's analytical, problem solving, and project management skills.

What to look for in a response

The ideal response will include things like an analysis of the project's history, interviewing past project members to learn what worked and didn't work, and rethinking the goals and plan.

QUESTION 64

Where do you see yourself in two years? Five years? 10 years?

It's good to be aware from the start if your candidate is interested in a management path or sees themself staying at one company for a long time. Their honesty will help you set them up for the path and best role for their future plans (if they have them!)

What to look for in a response

Note if they want people management or to take the individual contributor path and any other relevant career goals.

QUESTION 65

What motivates you at work?

Different people are motivated in different ways and this will be crucial for the new hire's manager to know.

What to look for in a response

Maybe it's working towards a team goal, getting a bonus, or being featured in a company-wide email but different motivators work for different people.

QUESTION 66

What is your preferred work environment?

This is a good time to learn if your candidate likes to work remotely, in an open-air office, or needs quiet to be successful. Remember, an interview isn't an interrogation. It's an opportunity to find out if your team and the candidate are good fits for each other!

What to look for in a response

If they talk about liking flexibility and working remotely and your company doesn't allow working from home, be up front with them from the start.

QUESTION 67

Tell me about a time you had to work with multiple teams and coordinate a project to meet deadlines.

Usually, projects aren't right on time, but find out what strategies they use to stay on track and manage other teams.

What to look for in a response

Evaluate their time management, problem solving, and project management skills to find a baseline.

QUESTION 68

You find out that your manager has been buying followers and falsifying the numbers in monthly reports. What do you do?

This is an interview question to explore an ethical dilemma. Report your manager or let it slide?

What to look for in a response

Being up front and honest, or seeking out a mentor or confidante for advice are good options for this question.

QUESTION 69

You are managing a team with a big deadline coming up and need everyone to pitch in extra hours to hit it. How do you approach your team?

This question turns the new hire agenda on its head by placing your candidate in the manager's shoes.

What to look for in a response

While there are occasions that the team needs to work overtime to meet a client's need, there are also times to advocate for your employees and request an extension to ensure that you maintain your team's quality of life. See how they approach and analyze the situation.

QUESTION 70

Early bird or night owl?

Behavioral interview questions are meant to see how your candidate acts on the whole, including work and personal life.

What to look for in a response

Look at how your candidate's preferences match up with your company's policies and benefits.

Competency questions

This set of questions is designed to get into the nitty gritty of what skills your candidate needs to succeed in the role and and your company. For more junior level candidates, get a sense of what they are comfortable with and what skills they want to learn.



71. What are the metrics you would care most about in this role and why?
72. Tell me about a project you're proud of.
73. Tell me about a mistake you've made and how you handled it.
74. Which three marketing skills would you like to improve or learn more about?
75. Tell me about the best presentation you've ever given. What made it so great?
76. Tell me about the worst presentation you've ever given. What did you learn from it?
77. Walk me through a time you changed someone's mind. How did you do it?
78. Walk me through a time someone changed your mind. What did they do right?
79. What's the best piece of content you've ever written?
80. Teach me how to do something simple, like making a peanut butter and jelly sandwich.

81. Given $2,500 to spend on continuing education, what class would you take?

82. Sell me this pen or another simple object.

83. Explain the sales/buying process as you understand it.

84. Give me a specific example of a time you were a leader.

85. How comfortable are you with current SEO best practices?

86. What offline marketing activities would you use to promote a new product launch?

87. Have you ever managed a budget? If so, what challenges did you face?

88. How do you evaluate competitors? Who is our biggest competitor?

89. Tell me about a time you had to give someone constructive feedback.

90. What questions do you have for me?



QUESTION 71

What are the metrics you would care most about in this role and why?

Data is a marketer's best friend. This will be role specific, but here are a few general metrics for different marketing specialities:

- Social media: engagement, reach, followers
- Content: traffic, page views, conversions, page rank
- Product: users, daily/weekly active users, onboarding time
- PR: news placements, social mentions, brand awareness
- Sales enablement: leads, prospects, conversion rates

What to look for in a response

See if your candidate's suggestion matches what metrics your team uses. Maybe they'll have an idea for one you hadn't considered!

QUESTION 72

Tell me about a project you're proud of.

This gives the interviewee a chance to showcase an accomplishment and their skills.

What to look for in a response

Look for creativity, success metrics, and potentially examples of the work.

QUESTION 73

Tell me about a mistake you've made and how you handled it.

This looks to the themes of honesty, problem solving, and utilizing resources.

What to look for in a response

Maybe your candidate relies on a mentor to talk through problems. Think about if you have a mentor in mind who could be a resource for this potential new hire.

QUESTION 74

Which three marketing skills would you like to improve or learn more about?

There is no such thing as outgrowing the learning phase of your life.

What to look for in a response

Look for the candidate who understands the value of constantly learning and improving skills and keeping up with new approaches and strategies.

Red flag

Any attitude that someone is an expert in marketing or has already learned enough.

QUESTION 75

Tell me about the best presentation you've ever given. What made it so great?

Evaluate the prospective hire's comfort with public speaking and presentations.

What to look for in a response

Find out if it was an internal or external group and if they might be interested in speaking on behalf of your company. Keeping an arsenal of folks who like to speak will be beneficial to you and help them build their network and grow in their career.

QUESTION 76

Tell me about the worst presentation you've ever given. What did you learn from it?

Every mistake is a learning opportunity.

What to look for in a response

Look for humility and the takeaways they got from the experience.

QUESTION 77

Walk me through a time you changed someone's mind. How did you do it?

Competency marketing interview questions get at the skills needed to be a good marketer. This question is the heart of marketing, convincing someone that your product or service will be beneficial to them.

What to look for in a response

Listen for convincing arguments and the candidate including the person in the conversation. Marketing is not a one-sided conversation.

QUESTION 78

Walk me through a time someone changed your mind. What did they do right?

This competency question encourages the candidate to consider what marketing strategies work on them. This one is a good reminder that the way they may have always done something isn't necessarily the most effective way.

What to look for in a response

Look for insights and thoughtful observations on marketing and persuasion strategies.

QUESTION 79

What's the best piece of content you've ever written?

Explore their interest in writing as part of the role or as a skill to develop in tandem with their defined responsibilities.

What to look for in a response

See if they seek out writing opportunities on their own or if they'd be willing to write even if it's outside their scope.

QUESTION 80

Teach me how to do something simple, like making a peanut butter and jelly sandwich.

Find out how the candidate approaches and explains a simple topic. This will give you insight into their marketing skills and process.

What to look for in a response

Look for simple, easy-to-follow instructions with their own flair.

QUESTION 81

Given $2,500 to spend on continuing education, what class would you take?

This goes back to the idea that marketers should always be learning.

What to look for in a response

The industry is constantly changing and with many companies offering employee benefits and perks like tuition reimbursement for continuing education, find out if this candidate would take advantage of them and how.

QUESTION 82

Sell me this pen or another simple object.

This is a classic sales interview question that can help you better understand your candidate's view on sales.

What to look for in a response

Since you'll be working closely with the sales team, you need someone who respects and understands the sales process.

QUESTION 83

Explain the sales/ buying process as you understand it.

Similarly to the last question, you'll need to know how familiar your candidate is with the sales team and other teams with which you often collaborate.

What to look for in a response

Try to get a gauge of how much education they may need so you can prepare them. HubSpot has some great resources on Inbound Sales that are a good start for someone early in their career.

QUESTION 84

Give me a specific example of a time you were a leader.

Leadership skills aren't always listed on the resume. Find out if they led any big projects or worked on initiatives outside of their team or role.

What to look for in a response

Try to find out how many people they managed or led.

QUESTION 85

How comfortable are you with current SEO best practices?

This question is straight to the point and gets to the nuts and bolts of marketing skills.

What to look for in a response

Listen for things like Google's algorithm updates, web crawlers, and creating good quality content.

QUESTION 86

What offline marketing activities would you use to promote a new product launch?

Digital marketing is the favorite (and typically less expensive) option for most marketers, but for some situations and industries, offline is more successful.

What to look for in a response

See if your candidate will think outside the box and find a creative new way to target prospects in person.

QUESTION 87

Have you ever managed a budget? If so, what challenges did you face?

Budget management is a difficult skill, but crucial to learn about your interviewee early on. See if they may need an adjustment period before taking over the budget.

What to look for in a response

See how much responsibility your candidate has had in the past and what they're comfortable handling.

QUESTION 88

How do you evaluate competitors? Who is our biggest competitor?

A big part of marketing is closely monitoring competitors. Find out if they did their research on comparable brands or products.

What to look for in a response

This response will differ with the nature of the role, with sales enablement roles relying heavily on competitor analysis.

QUESTION 89

Tell me about a time you had to give someone constructive feedback.

For less experienced folks, giving feedback can be a tough skill to hone.

What to look for in a response

If this prospective hire will be managing employees, you'll need to know that they can give tough or constructive feedback without much coaching.

QUESTION 90

What questions do you have for me?

This question is a must-ask. Give the candidate an opportunity to ask you anything about culture, benefits, team dynamic, and more. An interview is a chance for both of you to see if the candidate is a fit and it's worth the exhaustion up front to save yourself from high turnover and unhappy employees later on.

What to look for in a response

Look for a candidate who has questions! Even if they don't ask right away, they may email later. Asking questions is a good sign that they are thinking critically and taking the interview seriously.

Unconventional questions

These questions can help to see how creative a candidate is and to lighten the mood and create a more open line of communication during an interview. Try to use some of these in the beginning of your interview to break the ice and create a conversational environment.



91. What's something you'd be better at than 100 strangers? How can you prove it?

92. What non-role related initiative would you be interested in pursuing at our company? (Examples: mentoring new employees, community service, employee resource groups, etc.)

93. If you could describe yourself using a character from a popular television show, who would you choose and why?

94. What is the best live performance you've ever seen?

95. What's your go to karaoke song?

96. What is your most-used app on your phone?

97. What's the best advice you've ever received or given?

98. What color best describes you?

99. What did you want to be when you were a kid?

100. What actor would play you in the movie version of your life?

Conclusion

Finding the right person for a role and as a fit in your company can feel exhausting, time consuming, and like you're relying on teammates to fill the gap until someone is hired. In a recent survey from LinkedIn, hiring managers and recruiters agree that traditional interviews make it difficult to assess weaknesses and it takes too long to find the right candidates. These 100 interview questions for marketers will help you narrow down the list of potential employees that you have to find the special new hire that will be a great match with your team.

HubSpot

For more hiring and recruiting help, check out these other HubSpot resources:

What is Inbound Recruiting

HR Interview Questions

Behavioral Interview Questions for Marketers