



Six Interview Questions You Should Be Asking Digital Marketing Manager Candidates

Thanks to the ever-expanding realm of the internet and the explosive popularity of digital platforms worldwide, digital advertising has become one of the most vital forms of advertising — which is why finding the right digital marketing manager is so important.

**A WHOPPING \$356 BILLION
U.S. DOLLARS WERE SPENT ON
DIGITAL ADVERTISING IN 2020**

2020
\$356
Billion



**A FIGURE FORECAST TO GROW
TO \$460 BILLION BY 2024.**

(FORECAST)
2024
\$460
Billion



Advertising can use almost any form of media to meet its needs: print, radio, television, outdoor, digital, mobile, and more — but advances in technology and consumer behavior have led to some forms of advertising gaining supremacy (here’s looking at you, digital and mobile).

As of 2016, television was still considered the standard-bearer for advertisers, accounting for about 35.5% percent of total media ad spend. In contrast, digital desktop and mobile spend accounted for 18.9% and 15.2% of total ad spending, respectively — numbers that continue to be fast on the rise.



Digital marketing has become one of the most powerful tools to reach and target your core audience. The ability to segment by age group, geo-location, interests, and more, in addition to the capacity to finetune tracking, impact, and return on investment or ROI, have all made this marketing channel essential.

It's easy to see why having an exceptional Digital Marketing Manager on your team is vital. So we have compiled a list of the **six most essential questions to ask a candidate** in an interview to help make your search a successful one. Read on if you want to hire the best talent for your company!

1. Which companies today are doing digital marketing well?

This is an excellent introductory question that sets a baseline for the candidate's industry knowledge — and should be relatively easy to answer. The word “today” ensures that examples cited are current. Good candidates will mention brands and organizations that indicate they are familiar with the space. Great candidates will tell you in detail why they find those choices compelling, lending insight into their thinking, how detail-oriented they are, and what they find innovative. Kudos to candidates who reference examples that are less obvious picks.

Some helpful follow-up questions: Ask the interviewee to walk you through the various attributes of the campaigns that spoke to them and why.

2. What metrics and actions do you use to determine your digital marketing campaigns' success (or failure)?

Encompassing strategy and tactical acumen, this question will help you understand what platforms the candidate uses to track sales, traffic, and revenue, along with what metrics they pay the most attention to and why.

Concerning metrics, you want to hear mention of (at least some of) the following: overall site traffic, mobile traffic, new vs. returning traffic, average time spent per visit, click-through-rate (CTR), among others. Listen for how they structure their understanding of growth. “Clicks” offer an incomplete lens into the impact of digital advertising, as most users do not actively click on ads — but may still find their way to a company’s site after being served.

Guide the conversation to specifics — dig into the platform conversation as it gives insight into their process. Are they using Google Analytics? Adobe Analytics? Clicky? Choice of platform is important because it also reflects how current (or dated) the candidate’s toolbox may be. Much like marketing skills themselves, marketing tools are ever-changing, with old ones giving way to new, as technology and needs morph.





3. What's a digital marketing campaign you have created that has been successful — and what deemed it a success?

Give the candidate a chance to shine, and you'll see how they incorporate digital marketing tools, industry knowledge, and emerging trends to create winning campaigns. Ask the interviewee to walk you through the campaign and share specifics like click-through rate (CTR), engagement metrics, revenue growth, overall site traffic, new vs. returning traffic, mobile traffic, average time per visit. Dig in to learn more about the traffic sources, keywords used, and which websites yielded the most impact. And don't forget to ask about design and copy elements and how (and why) those choices were made.

Pay attention to whether they share details about the intended audience and how they tailored the campaign towards them. When a candidate can clearly summarize previous campaigns, it highlights their problem-solving skills and is a good barometer for the kind of value they can bring to your company.



4. How do you see the digital marketing landscape morphing in the next five years?

What trends are you most excited about — and how are you preparing for what's to come?

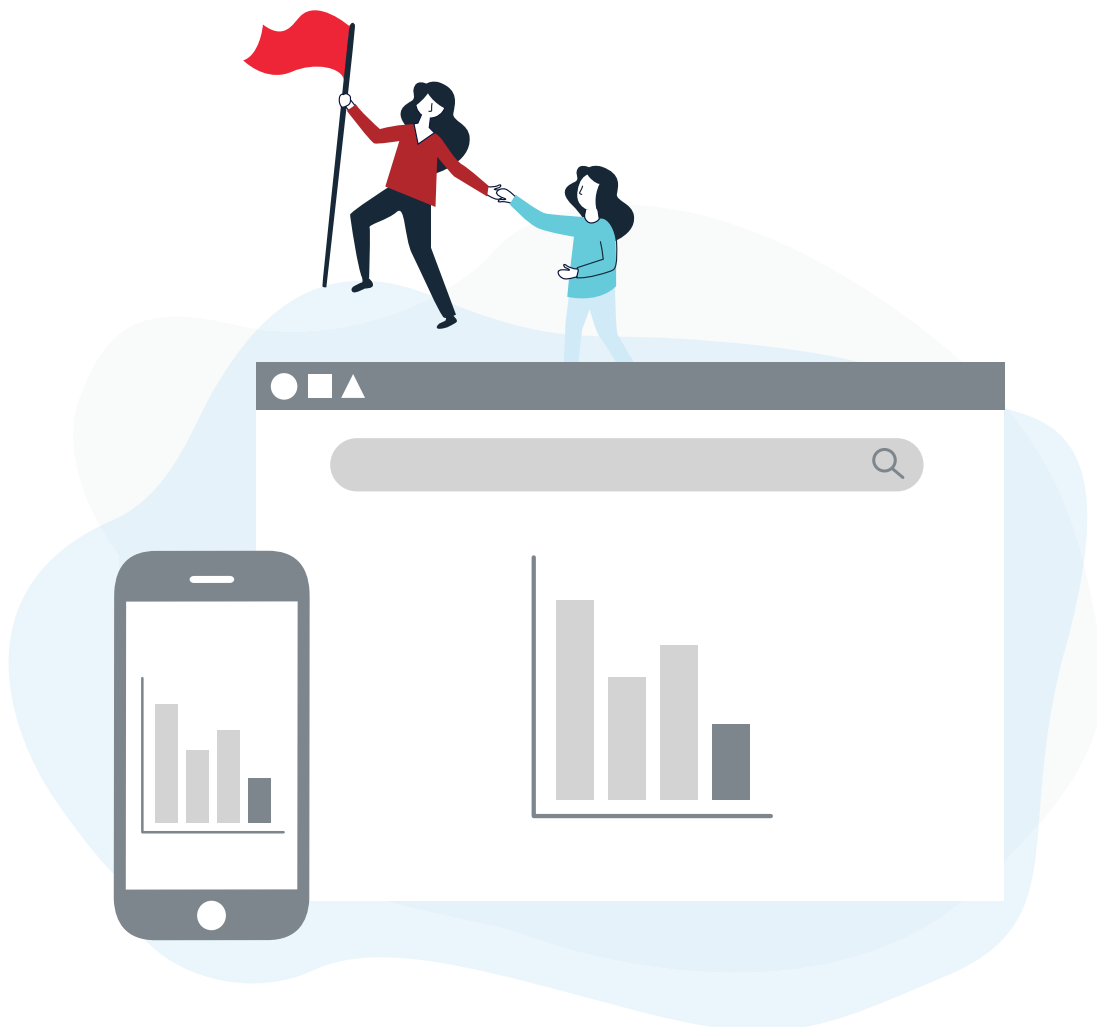
You want to hire a digital marketer who is passionate about what they do. Whether they are eager to leverage the impact of hyper-targeted advertising, content marketing, or immerse themselves in being tops in the e-comm game — you want to know about it and understand how they think and what gets their mind churning. Perhaps most importantly, you want to see why a particular tactic excites them.





The digital marketing landscape is in constant evolution as changes and new trends arise quickly. It is, perhaps, more important than ever for digital marketers to be on the cutting-edge of what is happening and demonstrate that they comprehend the nuances of the new. Actively embracing up-to-the-minute information is a trait you want to look for in a Digital Marketing Manager hire, so that you can be assured that they are keen to remain at the forefront of a fast-changing industry and push boundaries.

An added benefit for your company is to hire a candidate who demonstrates mentorship abilities. As trends and methods change, they will need to help guide their team to meet new challenges and opportunities.





5. If you were to become our digital marketing manager, what strategies would you suggest we implement and why?

If you want a deeper understanding of how a candidate will perform for your company, this is the question. Just remember that you're looking for BIG picture thinking, not granular solutions — this is an interview, not a consulting session ;)

While past experience is a good indicator of what a person is capable of, this question delves into what vision the candidate has for your company — providing a lens into how well they understand your brand and what tangible value they can bring to it. Do they think your social media presence could use a revamp? Or that investing in content would move the needle? Probe to get a sense of direction and what informs that thinking — it will provide invaluable insight into how they will perform for you.



6. What is an innovative and engaging campaign you have recently seen from another brand? What did you like about it?

Being able to identify the competitive landscape is a critical skill for any digital marketer. You want to hire someone who can assess what similar companies are doing well and co-opt some of those tactics for your brand.

Asking this question will also indicate how effectively a candidate can prepare competitive research to understand new best practices and possibly recreate them to maintain an advantage in the market. It is paramount to keep your finger on the pulse of what is happening — and you want your new hire to be similarly invested.

More than anything, this question will show you how engaged a potential hire is about digital marketing outside of work hours. Candidates who demonstrate a passion for digital marketing beyond their workday duties are most likely to remain at the forefront of what is happening as your Digital Marketing Manager.



Homework Assignment

If a candidate has made it through the interview process and you want to move forward to the next step with them, we recommend giving them some “homework.” That might mean asking the candidate to:

- Research your company’s competitors and break down their marketing strategy, critically assessing their approach
- Undertake customer research for a particular market segment
- Plan a Facebook, Instagram, or LinkedIn ad campaign

These tasks should take a couple of hours to complete at the most — and are an excellent way to reveal who truly knows what they are doing versus those good at talking a big game.

It’s critical to have the right team in charge of your digital marketing. Finding a smart, innovative Digital Marketing Manager will help set you on the right path to success. If you would like some strategic help finding the right person for your company, **Creative Circle** has your back. We have talented Digital Marketing Managers ready to hit the ground running.