



# Six Interview Questions You Should Be Asking Email Marketing Manager Candidates

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**Sixty percent** of consumers have made a purchase due to a marketing email they received, in contrast with **12.5 percent** who say they'd consider using the “buy” button on social media. **When it comes to driving sales, email marketing trumps social media** — and is an essential part of any digital marketing strategy. However the person in charge of this direct channel is often overlooked. Want to make a smart and lasting email marketing hire? **Here are six critical questions you'll want to ask.**

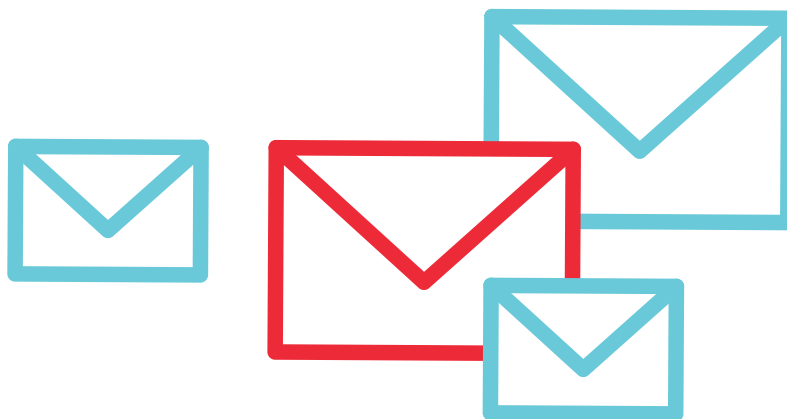


# Sometimes old dogs have the best tricks.

**Email—the oldest form of digital communication—is currently used by 4 billion people, more than half the people in the world.** And the number of email users is expected to climb to more than 4.5 billion by the end of 2024. A whopping 306 billion emails are dispatched and received every day, a number that will surpass 361 billion by 2024.

**Though email has been ubiquitous since the 1990s, it is still the most direct line to internet users today.** So it comes as no surprise that email marketing is an essential part of how companies engage customers, activate brand awareness, and increase revenue. Simply put, email marketing makes it rain: **For every \$1 spent on email marketing, there's an average return of \$42 — higher than any other form of marketing, digital or otherwise.**

It's easy to see why having an exceptional email marketer on your team is vital. Hiring the right one is critical — but can be challenging to get right — which is why we've compiled the six most essential questions to ask an email marketer in an interview. Read on if you want to hire the best talent for your company.





# 1. Which companies today are doing email marketing well?

This question sets a baseline for the candidate's industry knowledge and should not be difficult to answer. The word "today" ensures that examples cited are current. Good candidates will reference brands and organizations as examples that indicate they are familiar with the space. **Great candidates will tell you in detail why they find their choices compelling, lending insight into their thinking** — how detail-oriented are they, what do they find innovative? Kudos to candidates who reference examples that are not such obvious picks.

Useful follow up questions may include asking the interviewee to walk you through why they chose the examples they did. Ask about other attributes, too: design, frequency of messaging, mobile look and feel.

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

Open rate, click rate, CTR, and conversions are some of the more obvious answers. **Ideally, the interviewee is well-versed in more advanced metrics like mobile versus desktop stats, ROI, and deliverability rates. Experienced candidates will tell you which metrics they prefer for varying situations and goals, providing insight into their tactical approach.**

Consider following up by asking the candidate how they've applied past experience to future campaigns. Gold star if they have positively impacted a KPI in at least one campaign.



### 3. What's the greatest email marketing campaign you have created?

**Give the candidate a chance to shine, and you'll see how they incorporate trends and apply their industry knowledge to campaigns.** Ask the interviewee to walk you through the campaign and share specifics like subject line, preview text, body copy tone, and imagery.

Pay attention to whether they share details about the intended audience and how they tailored the email toward them.

### 4. How have you used A/B testing in your campaigns?

**This open-ended question invites explanation beyond "we tested this"** — delving instead into why the candidate chose that variable to test. A seasoned email marketer will know how to target their messaging and be driven to A/B test their content to see what works well and what does not. No matter how honed the approach to a campaign is, an email marketer worth their salt knows that it's vital to test for potential blind spots.

The candidate must know that only one variable is tested at a time (Red Flag if they get this wrong); and take note if they've engaged in more complex tests, such as comparing what imagery works best for a particular audience.

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## 5. How do you handle deliverability problems and circumvent being treated as spam?

Anyone who has danced down the email marketing lane knows that just because you send a message to someone doesn't mean it will actually land in their inbox — hello spam or promotions folder. And in some cases, it simply doesn't arrive. Managing deliverability challenges is crucial to the job. The candidate should technically speak to specific methods they have employed to improve deliverability to the inbox.

**You want to find a candidate who has a well-conceived strategy for mitigating deliverability difficulties.** Is the interviewee well-versed in deliverability codes, Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and Domain-based Message Authentication, Reporting, and Conformance (DMARC), and how to utilize these security standards as part of their deliverability approach? Extra points if the candidate has used analytics dashboards like SparkPost as part of their deliverability schema.

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## **6. There are many components to email marketing — copywriting, campaign strategy, design, project management, analytics and reporting, coding — which of these is your strongest area and your weakest?**

Particularly when hiring for an existing team, it's essential to ensure that the candidate fills skill gaps and isn't missing capabilities necessary for your team's success. A stellar candidate will be competent in each area — identifying challenges and problem-solving, even if that component is not their strongest. Someone who can identify where they excel and are less adept shows self-knowledge that can be key to success in any field.

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# Since email marketing is the only channel where organic reach is solid, it's critical to have the right team in charge of this marketing channel.

Email is global and inter-generational — your messaging should be too. **Finding a nimble Email Marketing Manager will help set you on the right path to success — if you want some strategic help in hiring the right person for your company, Creative Circle can help.** We have a cadre of talented email marketers who are ready to hit the ground running.

