

Your quick guide to:

# Marketing interview questions

Being a good marketer requires certain skills and personality traits that aren't necessarily vital in all jobs. As a result, the questions you'll be asked in an interview for a marketing job are designed to test these traits; creativity and strategic planning, for example. This guide looks at the questions you might be asked, and the responses that could help you land the role.

## What marketing campaigns have you worked on in the past?

First and foremost, be specific in your answer to this question.

As a marketing professional you'll have worked on campaigns; your interviewer will assume that. So don't waste any time with broad statements like 'I've run a variety of successful campaigns for a wide range of businesses'.

Instead, get straight to the point. Name the campaign you worked on, and the channels it utilised. Describe specific challenges you faced and how you overcame them. Illustrate your creativity and the ideas that brought the campaign to life.

And above all, don't forget to include numbers: 'I created 65 qualified leads' sounds much more impressive than 'the campaign was a huge success'.

## What do you know about our business?

It won't necessarily be worded in this way, but there's a good chance that you'll need to show an understanding of the company you're interviewing for.

This is typical of all interviews, but particularly vital in marketing. Marketing is a competitive sector, and marketers are expected to have a genuine interest in what they do. So, a quick look at the company's website isn't enough. You should think about things like:

- The industry the business or agency operates within (or at least, focuses on)
- The main marketing channels it focuses on
- Its audience

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- Its history
- Its strategy and aspirations
- Its culture

### What can you bring to our business?

This question leads on from the previous one – and you’ll need to utilise your knowledge of them to answer it effectively.

Start by outlining your key strengths, experience, skills and areas of expertise. If you’re an SEO wizard, tell them.

But to elevate your answer, explain why your expertise is valuable to their business in specific terms. For example, if their business relies heavily on ecommerce, you can explain how your SEO experience can benefit them.

You must however make any specific recommendations cautiously – especially if you’re interviewing with a marketing director or manager. You want to build a rapport, and undermining their strategy could alienate them.

### What experience do you have of working to strict budgets?

Heads of marketing are constantly at the mercy of budgetary constraints. So, they like to check that you understand what it means to work diligently towards an agreed financial plan.

Once again, the key is being specific. Name a campaign you worked on, and the kind of budget you worked towards. Ideally, use an example in which the budget was low or non-existent; you’ll be difficult to ignore if you demonstrate the ability to generate leads or profit without money upfront.

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