



Top Digital Marketing Interview Questions and Answers

Tomorrow is the day when you have to appear for a digital marketing interview, there will be some specific questions related to digital marketing. You should have a strong knowledge of marketing tools and strategies to crack the interview. We would give you a hint as to what sort of replies you should be giving. This article will help you if you are preparing for digital marketing interview, with some of the common digital marketing interview questions asked, along with answers.

Let's have a look on some of the top digital marketing interview questions along with answers

Q1. How would you classify the digital marketing?

The digital marketing is divided into two segments, which are inbound marketing and outbound marketing. In inbound marketing, you can take help of social media in terms of content, e-books to get the maximum traffic on links. Whereas, outbound marketing encompassing emails, cold calls, placing ads or reach out targeted audience via digital mediums.



Q2. What is the role of SEO in digital marketing?

SEO signifies search engine optimization, which helps in increasing the visibility of blog, site or pages in bing, Google and Yahoo. In a nutshell, it gets your ranking on the first pages of search results. For example: : you are looking for certification programs. You will type the keywords like certification in digital marketing, digital marketing course, digital marketing courses and training programs in India. Keywords play a great role in SEO. After typing the keyword, you will come across several links on the first page, thus show the importance of being on first page.

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Q3. What are the main areas where keywords used to optimize website ranking?

It is the act of analyzing, selecting and researching the top keywords to allure traffic from search engines to your websites. Following are the areas for better page ranking:

- Keywords in headlines
- Keyword in meta tag
- Keyword in website title
- Keywords in web page content

Q4. Which form of marketing is best: SEO, PPC or Digital Marketing?

SEO and PPC are a part of Digital marketing. SEO, PPC, Display media and content marketing are the tactics used to achieve goals like productivity, etc. You can't do PPC or SEO without a content marketing strategy. Scores of factors go into this, the main point is how to use a strategy to drive a traffic immediately.

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Q5. How do you think your knowledge of digital marketing will benefit our company?

Think about your skills which could benefit the business. Don't forget to mention Digital Marketing campaign that you have learnt in the past. The interviewer is really asking what makes you different from the other candidates in term of knowledge, experience and expertise that can help the company or the existing clients.

Q6. What enticed you to this digital marketing vacancy?

When the interviewer is asking you about what attracted you to this vacancy, there are some things he is trying to know. Give interviewer a good idea about your values and preferences that match up with the requirements of the company. Be honest and ask yourself what made you apply for this job – was it location? The company? Or a superb opportunity? Focus on the role and say that you wanted to work for one of the best organizations and the opportunity was a stepping stone in taking the career ahead.

Q7. What are a few of the important online marketing tools?

- Crazy egg heatmaps
- Submit Express Link popularity
- XML sitemap generator
- Keyword discovery
- Favicon generator
- StumbleUpon



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Q8. What are the traits of bad links?

Any backlink that disturbs the guidelines of Google is called as Bad link.

- Links from those websites that are not in Google Index
- Spam links from articles or blogs
- Poor authority website
- Penalized website
- Links from low traffic

Q9. What is your experience with market automation tools?

In any business, you need an array of marketing tools to engage with your consumers. You have to get engaged with number of tasks to increase the Return on Investment (ROI). Some of the scalable tools to generate leads are:

- Anygrowth
- GetEmail.io
- LeadFuze
- Hubspot
- Userfox
- Constant Contact

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Q10. What is google AdWords?

An advertising service for companies wishing to show ads on google and its other networks. It is the most PPC advertising system in the globe.

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Q11. What do you mean by search engines?

A class of programs that used to find out specific information through World Wide Web. The most well-known search engines are:



- Google
- Yahoo
- Bing

Q12. Why is online marketing preferred over offline marketing?

Online marketing is preferred because the information about any product is immediately available. One can easily get in touch with customers and provide feedback. It is also easy to make corrections in campaigns in real time.

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Q13. How do you stay updated with new digital marketing trends?

This is often asked by the interviewer. It is important to scout various digital marketing blog and subscribe the newsletter to get the regular updates. You can also talk about network and marketing events where you interact with people that in turn help you with your business. Some of the famous resources are social media examiner, mashable, the neil patel blog, etc.

Q14. How does google AdWords work?

It works on an auction system, which occurs every time a user carries out a keyword search. Besides this, it works on PPC (Pay per click), which means you pay the price you quoted.

Q15. How you can improve conversion rates?

By testing different elements on site, especially on landing page. You can also experiment with functionality, layout and style on landing pages.

Q16. Name some Google AdWords ad extensions?

- Affiliate location extension
- Call extensions
- Promote extension
- Structured snippet extension
- App extension
- Sitelink extension
- Callout Extension



Q17. What steps should be taken if your ad gets disapproved?

Once you know why your ad gets disapproved, start with fixing the problem there and then. After editing the ad, wait for the approval status. Don't panic as it can take one business day.

Q18. What is the best way to increase traffic to your website?

Though there are scores of ways to increase traffic to your website, the most effective way is to use referral links and invest in SEO management. You can also post content to LinkedIn on daily basis to increase traffic. By doing this, you will build a platform where guests will keep coming back.

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Q19. Name some hallmarks of a good PPC landing page?

A few of the hallmarks of a good PPC landing page are:

- A clear call to action
- Trust symbols
- A powerful headline
- A list of advantages
- An image showing the context

Q17. What is keyword streaming?

Keyword streaming is all about analyzing relevant keywords and choose the best among them for the website based on its target audience. This is done to get organic traffic and leads.

Q18. Why do we do competitive analysis?

In reply to this **Digital Marketing interview question**, suggest that competition analysis is believed to be the strategic element. It is a very critical part while chalking out a company's marketing plan. It is very important to identify competitors and evaluate their strategies to determine their strengths and weaknesses. It is tough to establish a product's USP (Unique Selling Proposition) without doing proper competition analysis. Besides, it also helps to decide on strategies for attracting the targeted consumers.

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Q19. What is a responsive website?

It refers to a site created using Responsive Web Design (RWD). It is compatible with multiple devices and browsers, and responds very well to user interactions.



Q20. What are some useful Digital Marketing tools?

The top Digital Marketing tools are:

- Adexpresso
- Ahrefs
- Alexa Ranking
- Buffer App
- Buzzsumo
- Crazy Egg Heatmaps
- Digital Point Keyword Tracker
- Google Analytics
- Google Keyword Planner
- Keyword Discovery
- MailChimp
- Moz
- RankWatch
- SEMrush
- SubmitExpress Link Popularity
- Unbounce
- XML Sitemap Generator

Q21. Can you tell the difference between branding and direct marketing?

Branding is a marketing strategy, where a company creates a name, logo or design that can be easily identifiable as a brand name. It is a long-term process, achieved consistently and deliberately, and is believed to be the most effective one.

Direct marketing is a technique to reach out to the potential customers through different mediums, such as emails, mails, pamphlets, catalogs, flyers, and others.

The basic difference between the both is the time taken and mode to reach the consumers. Branding is done to build awareness, while in direct marketing; the company reaches out to their customers directly.

Q22. What is Google AdWords Remarketing?

A targeted marketing strategy helps marketers to reach out to people who have already visited their website but did not make a purchase or provide any lead. Google AdWords Remarketing helps in targeting right people with the right ad, at the right time. Remarketing is also known as retargeting and is helpful to increase the conversion rates and ROI, because the past site visitors may be familiar with your brand and may turn into prospective customers.



Q23. What are different types of digital marketing?

Different types of digital marketing are –

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Email Marketing
- Social Media Marketing
- E-commerce Marketing

Q24. Why should you take up digital marketing certification? Is that even relevant?

Of course, it is relevant. A certification helps to gain and enhance your authorization at the professional level and adds value to the work. You will get to learn new skills and establish knowledge of the subject. Besides, it is helpful in exploring new work opportunities at professional organizations.

Q25. What is conversion rate in PPC?

Conversion rates is the number of conversions divided by the total ad clicks.
For e.g. If you get 10 conversions from 100 clicks, your conversion rate is 10%.

Q26. How will you avoid Google penalty?

Google penalty can be avoided by ensuring that:

- The website is simple, clean and well performing
- The website is mobile friendly
- The website is user friendly
- Links are not broken
- Content is not duplicate
- Smart keywords and tags are used

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Q27. Why is online marketing preferred over offline marketing?

This is the era of digital marketing and the prospects are extraordinary. Some of the reasons contributing to the success of online marketing over offline marketing are –

- Cost-effectiveness
- Global reach
- Easy access to online information



- Better interaction with customers
- Better tracking of the leads and results.

Q28. Mention some bidding options.

Some of the bidding options are –

- Cost Per Click (CPC)
- Cost Per Thousand Impressions(CPI)
- Cost Per Action (CPA)

Q29. What are the limit for Adwords Ad characters?

For Adwords Ad characters, headlines and sub-headlines should not exceed 30 characters. Descriptions should be within 90 characters.

Q30. What should be the idea approach for effective Pay Per Click campaigns?

The ideal approach for an effective Pay Per Click campaign should be –

- Adding more PPC keywords to expand the reach
- Splitting ads into smaller segments to have a better click-through-rate (CTR)
- Reviewing non-performing PPC keywords
- Refining landing pages to align with individual search queries
- Improving campaign relevancy by adding negative keywords

Q31. What is the success metric of social media?

Social media is not all about the number of likes and follows, if these likes and follows don't convert into sales, leads or boost your business, they are not adding any value. Put forward some intelligent examples and focus more on audience engagement.

Q32. How will you decide if a link is a bad link?

Bad links have –

- Irrelevant and broken address
- Low page rank and low traffic links
- Links from link exchanges
- Link from same anchor texts from different websites
- Links from sites not indexed by Google
- Spam links
- Paid links



Q33. List some of the qualities of an effective PPC.

Effective PPC qualities are –

- Expansive – The keyword list should be growing and adapting.
- Good quality score – It should get more visibility at lesser costs
- Relevance – It lists targeted keywords.
- Exhaustive – It should cover the “long tail of search.”

Q34. What are some of the important components of a PPC campaign?

The important components of any PPC campaign are –

- Keywords
- Ad copies
- Landing page
- Bid amount
- Call to Action

Q35. Explain the benefits of PPC for Lead Generation.

Following are the benefits of using PPC for lead generation-

- Attracts relevant and potential users
- Helps to achieve immediate keyword rankings and traffic
- Bids on various stages of the marketing funnel
- Provides complete control on message for each funnel stage
- Effectively tracks the ROI
- Grows your leads database and markets them with other methods

Q36. Name the key metrics to measure success of paid search campaigns.

The success of paid search campaigns can be measured by following metrics.

- Click Through Rate (CTR)
- Conversion Rate
- Cost Per Conversion
- Quality Score
- Wasted Spend



Q37. What do you understand by quality score of an ad?

It is the rating given by Google of the quality and relevance of both keywords and PPC ads. It is multiplied by the maximum bid to determine the rank of the ad in ad auction process.

Q38. Tell us some effective ways to improve the quality score of an ad.

The ad can have a good quality score if –

- Keywords relevant to the landing page have been used
- Ad groups have been designed in more targeted campaigns
- High quality AdWords ads have been written
- Smaller ad groups have been used
- Negative keywords are used in ad groups

Q39. How will you use Twitter for business development?

Twitter is among the most imperative channels to boost business, and the catch is the usage of the most trending hashtags, which can drive a massive traffic to the website.

Q40. How will you use LinkedIn for marketing?

Using LinkedIn is an idea way to boost brand image. With around 500 million users, it is a perfect place to communicate with the audience. We can answer the questions of users, participate in discussion, and post brand relevant stuff to educate the users.

Q41. Why should we use YouTube for marketing?

It has become a very important social media marketing channel these days. We can present a better picture of the brand by creating interesting videos, which can help to boost SEO traffic, create brand awareness, expand social reach, and improve the ROI.

Q42. How will you write a perfect marketing email?

An effective marketing email should include –

- Highly attractive subject line
- Actionable language
- Aligned subject line and email copies
- Product benefits for the consumer
- Brief and relevant info about the product/service
- Actionable language in CTA



43. Tell me what KPIs you would use in social media reporting.

The most popular key performance indicators in social media reporting are –

1. Reach
2. Engagement
3. Leads
4. Conversions
5. Likes
6. Shares
7. Traffic data
8. Leads
9. Active fans/followers
10. Brand mentions

44. Have you ever heard of Google My Business? If yes then shed some light on it.

Yes, it is a service offered by Google, where a business can be listed on Google search engine to have improved visibility. It requires –

- Adding and updating business information
- Adding photos of the business
- Interacting with consumers
- Responding to Google reviews, on time
- Managing business information

45. What is Google Trends?

It is another very useful service by Google, which monitors the popularity of a keyword in a particular region in a particular time frame. It uses real time search data to understand user behavior.

46. How will you draft a great marketing email?

The main motive of sending out mails to the consumers is to make them aware of the brand and connect with them on a personal level. While sending out any marketing mail, we should

- Use a very strong and attractive subject line
- Keep the mail simple
- Address the user's need rather than talking about the brand
- Keep the CTA hard-hitting and useful



47. How will you increase the CTR?

A CTA button plays the major role in improving the CTR, as people tend to take action when they are asked to do so. So using hyperlinked tabs of Click Here! Know More! Shop Now! Can contribute to improved CTR.

48. How will you write a great Call to Action (CTA)?

A CTA button should be simple, loud and very clear. To create a perfect call to action, we should –

- Keep the CTA button visible and upfront
- Use action-oriented language
- Create urgency
- Talk in first person
- Keep it short and sweet

49. What should be the ideal length of marketing mails?

They shouldn't be long and clumsy. It should convey all the important information in the first or at max the second line. The entire mail should be read within 10 seconds.

50. Should we use G+ for marketing purposes?

Being a service of Google, G+ was started off as a viable alternative for Facebook, but unfortunately, it didn't work for any business and thus it is not recommended for marketing purposes.

These are some of the most common **Digital Marketing interview questions** you may be asked in your interview. Get ready with answers and talk confidently that you enjoy most about working in digital marketing. Reap benefits; your dream job is not far away!

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