

Marketing-RELATED INTERVIEW QUESTIONS AND ANSWERS

1. What are the 8 Ps of marketing?

The 8 Ps of marketing are: Product, Place and time, Price, Promotion, Process, Physical environment, People, and Productivity and quality.

2. What is the promotion channel you will use for a specific item and why?

This question is based on the concept of channels in marketing communication and can be asked as an interview question. You will be asked a question about the marketing channel you use for a particular product. To do this, you need to know your target consumer and use the channel accordingly.

3. Name 5 essential elements of a marketing campaign.

These are: Target, Value Proposition, Call-to-Action Message, Delivery Method, and Follow-Up.

4. What is market share?

Market share is the percentage of total sales volume in a market captured by a brand, product, or company.

5. What's a sales funnel?

Sales funnel is the steps involved in the buying process that a company takes its customers through while selling a product.

6. In marketing, what does AIDA stand for?

AIDA is a marketing tool that stands for Awareness, Interest, Desire, and Action.

7. What is marketing?

It is the process of selling a product or service. It includes market research and advertising.

8. What do you understand about STP?

It stands for Segmentation, Targeting, and Positioning.

9. What are the four Ps of marketing? What are the additional 3 Ps?

The four Ps of marketing is Product, Place, Price, and Placement. The additional three Ps are People, Process, and Physical Environment.

10. What is service marketing?

The process of service marketing like financial services, and hospitality.

11. What is the difference between a consumer and a customer?

The customer is someone who purchases the product. A consumer is someone who consumes/uses the product. For eg. Dog food (Bought by the dog owner (customer), consumed by the dog (consumer)).

Some critical marketing interview questions with answers

There are some more marketing interview questions. These questions are more appropriate for digital marketing professionals.

12. What are the marketing channels that you have experience working in?

This question is to test your knowledge of the marketing channels that you have worked with. Here, describe how you used them to deliver successful marketing campaigns. It will include how you finalized the target audience, designed the template, planned the offer, drafted the communication message, etc. Also, talk about the open rates, and CTRs, that you managed to achieve.

13. Are you familiar with any analytics platforms? What are the platforms that you used in your previous jobs?

Mention the platforms that you have worked with and how it has helped in your marketing plans.

14. What can be the best approach to increase website traffic?

It can be done by ensuring a good user experience, building referral traffic, performing on-page SEO, targeting long-tail keywords, and Using landing pages.

15. What are some useful digital marketing tools?

Some of them are: Google Analytics, Keyword Planner, Alexa, Rank Watch, Kissmetrics, SEMrush, HootSuite, MailChimp, BuzzSumo, and Moz Learning Center.

16. What are the limitations of online marketing?

Online marketing requires money, chances of cyber-attack prevail, requires time to generate results and takes time to build trust as compared to conventional marketing.

17. What is Google AdWords Remarketing?

Google AdWords Remarketing is a Google service that allows companies and brands to target an audience who has already visited the given website.

18. What is a responsive website?

A website that offers an optimal viewing experience to the user with easy navigation and reading is a responsive website. It is created using responsive web design (RWD) and is compatible with the most popularly used web browsers and mobile devices.

19. Do you have any idea about AMP?

Accelerated Mobile Pages (AMP) is a joint project of Google and Twitter for making fast mobile pages. It is an open-source initiative, which is lightweight and fast to load.

20. What is Keyword Streaming?

Keyword streaming is a popular SEO methodology that is used to draw extraordinary traffic to websites.
