

## Marketing Related Interview Questions and Answers (PART-2)

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1. How are anchor tags used in SEO? Can you highlight the importance of anchor tags in SEO?

The anchor tag is clickable text on a hyperlink. It helps to create a link that has relevant text on the website/webpage.  
Top SEO interview questions and answers

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2. Name popular PPC tools.

Some of the popular PPC tools are: Ahrefs, Campaign Watch, iSpionage, Search Monitor, SEMrush, SimilarWeb, Spyfu, and Wordtracker.

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3. How do you use social media for marketing?

Social media can be used very smartly to drive traffic and expose brands on social platforms. Further, it can attract more users to our brand by posting quality posts, images, videos, and other stuff. Besides, paid marketing is another approach that can help to attract users to the website.

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4. Can you take up social media marketing for B2B businesses?

Yes, social media marketing can be effectively utilized for B2B businesses. Platforms like LinkedIn and Twitter can be used to target industry professionals, share valuable content, and build relationships with potential clients. It's important to tailor the content to address the specific needs and challenges of B2B audiences.

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5. What is Content Marketing?

Content marketing is a strategy to create and share valuable content across different platforms. It aims to drive profitable customer action by providing information that is helpful and engaging rather than directly promoting a brand or product.

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6. Are keywords important in Content Marketing?

Keywords play the most important role in drawing traffic to a particular website. Without keywords, one cannot get the desired ranking and traffic. The usage of keywords should be optimal and in the right place. SEO and content marketing is impossible without keywords.

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7. Name some of the content marketing tactics to attract clients and increase ROI.

Here are some of the strategies one can use to attract clients and increase ROI:

Creating topical content that has the potential to go viral. Some trending examples are controversial ideas, motivational stories, or posts that incite emotions.

Creating well-researched content to educate the customer interactively. It can be short or long-form content depending on the business and customer.

Using unique CTAs instead of generic ones. Some examples are – testing different colors on CTA buttons, offering some benefit to the customer if s/he hits the button, and so on.

Choosing guest blogging for increasing organic traffic.

Diversifying by giving importance to all forms of content – blog, video, social media, podcasts.

Updating and repurposing content.

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#### 8. What are site crawlers?

Site crawlers are algorithms in search engines. In Google, Google bots crawl websites and make them available on the Google search engine index. These bots scan websites for data, indexing content, and aiding search engines in delivering relevant results to users efficiently.

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#### 9. What are the metrics for measuring social ROI?

It can be measured through analytics. The basic rules are calculating the number of likes, clicks, shares, etc. Conversion measurement tools and Optimized CPM (oCPM) on Facebook are important measures for social ROI.

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#### 10. How will you boost Facebook's reach?

There are various ways to improve Facebook's reach. Some popular ones are:

Optimizing the content to attract users and improve engagement.

Building organic traction by allowing the ads to perform for up to 24 hours organically.

Prioritizing audience engagement by replying to posts or users' queries.

Amplifying the organic reach with paid ads or posts

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#### 11. What is a Quality Score?

Quality Score is an estimate of Google, based on which the quality and relevance of the keywords and PPC ads are evaluated on a score of 1-10. Quality Score defines the quality of keywords compared to Ads, Ad text, and Landing Pages.

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#### 12. What factors affect the Quality Score?

Factors affecting quality score are:

Relevance of keywords and ads

Landing page quality

Click-Through Rate (CTR) of the keyword.

Historical account data.

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#### 13. Where should you place your keywords for better website ranking?

For better ranking on search engines, keywords should be placed in Title, Meta tag, Website URL, Headings & subheadings, and Web page content.

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14. How do you go ahead with content promotion?

For content promotion, tactics like social media promotion, email broadcasting, influencer marketing, backlink strategy, and Quora answers work well.

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15. How is service marketing different from product marketing?

Marketing a product and marketing a service both need a different approach. While selling a product, we use the 4 P's of marketing, i.e. Product, Price, Place, and Promotion. But, when a service is to be offered, apart from the 4P's, 3 more P's are to be taken care of, i.e. People, Process, and Physical evidence. Thus, both require different forms of strategies to promote the overall sale.

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16. What is the marketing plan? Have you ever been a part of it?

Basically, a marketing plan is a compiled report outlining the mix of strategies that a company shall execute in the upcoming quarter/year. So you can say that yes, in the previous organization, I got a chance to present the marketing plan to the CEO and other stakeholders. Some of the essential elements that we as a team took care of:

- Quarterly marketing and advertising goal
  - Current marketing scenario
  - Timeline of tasks
  - Key performance indicators
  - Target audience
  - Budgets
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17. What is the importance of AIDA model in marketing?

AIDA stands for Attention, Interest, Desire, and Action. These are the four stages through which a company can turn a prospect into a customer. To attract the audience's attention, we primarily use social media. The AIDA model is used to understand the stages a consumer goes through before making a purchase. First, the consumer's attention is captured through marketing efforts. Then, their interest is piqued by the product or service being offered. Next, the desire for the product is created through effective messaging and positioning. Finally, the consumer takes action by making a purchase. The AIDA model is a fundamental concept in marketing and is used to guide the development of marketing strategies and campaigns.

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18. What do you know about Ambush Marketing?

Ambush or coat-tail marketing is a form of tactic in which an advertiser takes advantage of a significant event or campaign to promote their products without actually paying for the event fee or participating in the sponsorships. This is meant for free promotions and, at the same time, competing with those participants who have actually paid for the event.

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19. What do you mean by inbound marketing?

Inbound marketing involves a strategy to pull the audience close to the products/services and create brand awareness. Some of the popular elements of inbound marketing are – blogs, events, SEO blogs, social media posts, video content, influencer outreach, and public speaking. Inbound marketing helps a brand to educate prospects about the products/services they offer, and at the same time, it helps establish the trust and credibility of the brand.

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20. What is real-time marketing? Does this form help marketing?

Real-time marketing is a strategy to take advantage of live events, news, topics, or situations to market/promote the product. Most brands use social media channels, popularly Twitter to share a post related to the real-time situation. Yes, if done in the right way and at the right time, these tactics help in brand recall.

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21. What do you know about advertising research?

Advertising is one of the strongest pillars of your marketing plan. It involves advertising messages (planned for different goals like promotion, information, etc.) that are used to reach large audience groups. Thus, it requires extensive marketing research and a strong strategy.

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