



Technical interviews test your knowledge of marketing. Below is a list of questions candidates have been asked in recent years. Many of these questions are like a verbal quiz about marketing. Others are more like miniature cases based on real situations in marketing.

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## SAMPLE QUESTIONS

- Why do you want work here? Who are our competitors?
- How would you sell our value prop?
- How would you go about doing research on a potential customer?
- Take out your cell phone and give me your marketing pitch on why I should purchase it.
- Tell me what market research you would like to have and how would you use it in developing your marketing campaign.
- What is the difference between direct and in-direct marketing?
- Why is face to face marketing better than other types of marketing?
- Give me an example of a well-marketed product.
- Tell me about your favorite campaign. How would you approach a new product that we would offer? What would be the first step you would take?
- How will you position the current legacy product considering that the next generation product is beginning to be offered?
- Can you tell me how you would manage a new product launch?
- What kind of tools do you use for social media management?
- How would you improve our SEO rankings?
- A SEO technique you've used successfully in the past has just been devalued by Google. What do you do next?
- What is some of the key information you would want to have before making a recommendation to a client whether or not to move forward with launching a product?
- How are you going to make this Company better and more profitable?
- Why do you qualify for this position without prior marketing experience?
- You've been tasked with redesigning the company's brand strategy from the ground up. Walk me through your process.
- Your interviewer place two new products on the table and ask you to analyze them and describe why they fit with the specific brand they were identified with.
- Determine the maximum amount that we could afford to pay to have a potential customer reach one of our website.

## SAMPLE QUESTIONS cont.

- The client has done everything you have asked but still is not managing to obtain many customers. Now what?
- A customer has just posted a negative review to the company's Facebook page and you are in charge of responding. How do you handle it?
- What do you do to stay up to date with new marketing techniques?
- What recently-developed marketing strategy, technique or tool interests you the most right now?

Schedule an appointment with a [Career Coach](#) to discuss interview strategies and conduct a mock interview.