

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING MANAGER

1	What experience do you have in digital marketing?	1 2 3 4 5	
2	What strategies have you employed to increase sales through digital channels?	1 2 3 4 5	
3	Describe a successful campaign that you implemented and how did it benefit the company?	1 2 3 4 5	
4	How would you use data science, analytics, and/or machine learning to enhance our marketing efforts?	1 2 3 4 5	
5	What do you know about SEO, SEM, display advertising, email campaigns, and social media marketing?	1 2 3 4 5	
6	Describe your ability to develop creative solutions for online or offline promotion.	1 2 3 4 5	
7	How do you stay up to date with the latest digital trends?	1 2 3 4 5	
8	What metrics do you use to measure the success of a campaign?	1 2 3 4 5	
9	What is your experience with A/B testing and other types of experimentation?	1 2 3 4 5	
10	Describe your approach to managing budgets, campaigns, and resources.	1 2 3 4 5	
11	How would you go about researching target markets for specific products or services?	1 2 3 4 5	
12	Name some tools that you have used in previous roles for optimizing campaigns.	1 2 3 4 5	
13	How do you ensure that campaigns are effective and efficient within our budget parameters?	1 2 3 4 5	
14	Describe a time when you had to make a difficult decision on how best to allocate marketing dollars.	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Problem Solving Abilities Demonstrated critical problem-solving.	① ② ③ ④ ⑤	
Communication Team building and communication skills.	① ② ③ ④ ⑤	
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.