

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING STRATEGIST

1

How do you stay updated with the latest digital marketing trends and algorithm changes?

12345

2

Describe a digital marketing campaign you led that achieved significant results. What was your strategy and how did you measure its success?

12345

3

How do you handle underperforming campaigns and adjust strategies on the fly?

12345

4

Which digital marketing tools do you rely on most frequently for analysis and strategy development?

12345

5

How do you approach SEO in your digital strategy, especially in relation to content creation and link-building?

12345

6

How do you determine the target audience for a new product or service and tailor your strategy to engage them?

12345

7

Can you describe your experience with paid advertising, including platforms like Google Ads and Facebook Ads?

12345

8

How do you prioritize between SEO, content marketing, email marketing, and social media when devising a digital marketing plan?

12345

9

Explain a time when you had to manage a limited budget for a campaign. How did you allocate resources to maximize results?

12345

10

Describe how you collaborate with other departments, such as sales or product teams, to ensure alignment in digital marketing campaigns.

12345

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	

CRITERIA	SCORE (1-5)	NOTES
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.