

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · INBOUND MARKETING SPECIALIST

1	How do you define inbound marketing and how does it differ from traditional marketing methods?	1 2 3 4 5	
2	Can you describe a successful inbound marketing campaign you've managed from concept to completion?	1 2 3 4 5	
3	How do you prioritize SEO tactics in conjunction with content creation?	1 2 3 4 5	
4	Which tools or platforms do you consider essential for inbound marketing and why?	1 2 3 4 5	
5	How do you handle leads at different stages in the buyer's journey to ensure they progress towards conversion?	1 2 3 4 5	
6	How do you evaluate the effectiveness of an inbound marketing campaign? Which metrics are most important to you?	1 2 3 4 5	
7	Describe a time when a campaign didn't meet expectations. How did you analyze its shortcomings and make adjustments?	1 2 3 4 5	
8	How do you stay updated with the latest trends and changes in inbound marketing and SEO?	1 2 3 4 5	
9	In your view, what is the role of social media in an inbound marketing strategy?	1 2 3 4 5	
10	How do you collaborate with sales, customer service, and other departments to ensure a cohesive inbound marketing approach?	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	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	

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.