

CANDIDATE	INTERVIEWER	DATE	STAGE
INTERVIEW QUESTIONS · LEAD GENERATION SPECIALIST			
1	How do you prioritize and segment your target audience for more effective lead generation?	12345	
2	Can you describe a campaign where you utilized both inbound and outbound strategies to generate leads? What were the results?	12345	
3	What tools and platforms have you used in your lead generation efforts, and how do you decide which ones to use?	12345	
4	How do you handle leads that don't initially engage or seem uninterested?	12345	
5	Describe a time when you had to optimize a campaign due to low lead quality. What steps did you take?	12345	
6	How do you collaborate with sales and marketing teams to ensure that the leads generated are of high quality and relevant to the business objectives?	12345	
7	How do you gauge the effectiveness of your lead generation efforts? What KPIs do you find most valuable?	12345	
8	Discuss a time when you used data analytics or A/B testing to improve a lead generation strategy.	12345	
9	How do you keep up with the latest trends and tools in lead generation and digital marketing?	12345	
10	Describe a challenging situation where you had to adapt your strategy due to a sudden change in the market or company direction. How did you handle it?	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?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.