

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING AUTOMATION SPECIALIST

1

How do you prioritize and segment your contact lists for more personalized campaigns?

12345

2

Which marketing automation platforms are you most familiar with, and how have you utilized their features in past campaigns?

12345

3

Describe a campaign where automation played a crucial role in its success. What was the outcome?

12345

4

How do you ensure that automated campaigns align with the broader marketing strategy and brand voice?

12345

5

Can you explain how you utilize lead scoring to prioritize and nurture leads effectively?

12345

6

How do you handle potential issues or glitches in an automated campaign? Can you provide an example?

12345

7

How do you measure the success of an automated marketing campaign? Which metrics do you consider most important?

12345

8

Explain how you integrate marketing automation with other tools or platforms, such as CRM systems.

12345

9

How do you stay updated with the latest trends and advancements in marketing automation?

12345

10

Describe a situation where an automated campaign didn't go as planned. How did you handle it, and what did you learn from the experience?

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	

CRITERIA	SCORE (1-5)	NOTES
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.