

25 Common Digital Marketing Interview Questions and Answers

Q1. How can you categorize Digital marketing?

Inbound Marketing	Outbound Marketing
Pulls in interested costumers	Pushes regardless of interest
Written according to the consumer's needs	Written according to the product's needs
A part of content consumption	Disrupts content consumption
Natural habitat: blogs, social media, search, influencer marketing, opt-in emails.	Natural habitat: display ads, telemarketer scripts, magazines, TV ads, billboards.

Q2. Explain Digital marketing?

Digital Marketing is all about the tactics for brand marketing via online channels. It includes various techniques like SEO, SEM, Link building, Email marketing, PPC, Ailiate Marketing, etc.

Q3. What are the different types of Digital Marketing?

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Email Marketing
- Social Media Marketing
- E-commerce Marketing

Q4. What are the most effective ways to increase traic to your website?

- Paid search
- Display advertising
- Content Marketing
- Writing crisp headlines
- SEO activities
- Content optimization
- Targeting long-tail keywords
- Guest blogging

- Seeking referral traffic
- Posting content on linkedin
- Linking internally
- Email Marketing

Q5. Define SEO.

SEO or Search Engine Optimization is the process of increasing the quantity and quality of website traffic by increasing the visibility to users of a web search engine. SEO is the practice of getting traffic from the organic, editorial or natural search results on search engines.

Q6. Explain keywords in Digital marketing? How important is it for SEO?

A keyword is the most significant and fundamental element of Search Engine Optimization. Users use keywords to search for a product or service on the internet.

Keywords are the core of all your SEO efforts. They are crucial for better rankings in the search engine result pages (SERPs). It is really important to make your website SEO optimized for keywords that are relevant to your business. This would help your website's pages to rank higher in search engines which makes it easier for people to find your website.

Q7. What can you do to improve your conversion rates?

Increased conversion rates can be achieved by testing different website elements, especially on a landing page. Also, you can experiment with functionality, layout, and style on landing pages.

Q8. What is the difference between direct marketing and branding?

In the case of branding, the advertiser has to expose his brand to websites and applications that have a higher audience reach. The most known methods are YouTube ads, display target ads, custom ads, and remarketing.

In the case of direct marketing, the advertiser is interested mostly in establishing communication with his target audience through different mediums like emails, mails, pamphlets, catalogs, flyers, etc.

The basic difference between them is that branding is done to build awareness, whereas direct marketing help companies to reach out to their customers directly.

Q9. What do you know about Email Marketing?

Email marketing is a highly effective Digital Marketing strategy of sending emails to target leads and customers. Effective marketing emails convert leads into customers and turn one-time buyers into loyal fans.

Q10. What is Content Marketing?

Content marketing is a strategic approach focused on creating and distributing relevant, valuable, and consistent content to attract and retain a clearly-defined audience and drive profitable customer action. The key reasons for enterprises to use content marketing are –

- Increase Sales
- Cost saving
- Better customer who have more loyalty

Q11. Explain how AdWords work.

Adwords deal with offering framework. If the offering costs high, your promotion will show up over the Google page. Adwords deals with pay per click which means you pay the sum you have offered if somebody taps on your advertisement because of web seek.

Q12. What are long-tail keywords?

A long-term word is a keyword phrase containing 4+ words that make the search results more specific. Long-tail keywords get low search traffic, but they rank better than single-word keywords.

Q13. Explain what is the significance of CTR and how do you calculate it?

CTR represents Click through rate that represents the number of guests visiting your promotion on the website page. The equation for ascertaining $CTR = \text{Number of snap} / \text{Number of impressions} * 100$.

Q14. What are the 3 ingredients of Digital Marketing?

Traffic, Insights, Sale

Q15. Which platform would you prefer to put Job-related advertisements?

LinkedIn. Since it is usually accessed by professionals and job seekers so your advertisement will reach the required audience.

Q16. Mention some bidding options.

Cost Per Click (CPC)

Cost Per Thousand Impressions(CPI)

Cost Per Action/Acquisition (CPA)

Q17. Why should you use YouTube for Digital Marketing?

With { HYPERLINK "https://www.youtube.com/user/edurekaIN?sub_confirmation=1" \h }, you can present a better picture of the brand by creating interesting videos, which can help boost SEO traffic, expand social reach, create brand awareness, and improve the ROI.

Q18. What is the difference between CPC and EPC?

CPC is the cost per click, a model used to price many PPC or pay per click advertising models like Google's AdWords.

EPC (Earnings per 100 clicks) is used within the realm of affiliate marketing to measure average earnings within the 7 day period that an affiliate can expect to earn for every 100 clicks they generate.

Q19. Differentiate between AdWords and AdSense.

AdWords enables businesses to advertise on Google's network and AdSense enables publishers to reserve space for AdWords placements on their website. Both AdWords and AdSense work together to complete Google's advertising network: website owners put up space for Google's ads (AdSense) and businesses set budgets and ads to display on Advertising network (AdWords).

Q20. What attracted you to the Digital Marketing industry?

With this question, the interviewer needs to know your commitment to the industry. Therefore, it is important to show full commitment and enthusiasm for the industry.

Talk about the potential you see in Digital Marketing in near and long-term future. This would showcase that you're well-read and updated about your chosen field.

Q21. How will your experience benefit our Digital Marketing business?

Here you must talk about your personal experience and how your skills will benefit the business. Try to focus on your unique abilities and talk about what makes you different from the rest of the applicants. Talk in terms of knowledge, skills, and experience you have got so far.

Q22. How do you stay updated with the latest Digital Marketing trends?

Since Digital Marketing is a dynamic field, it is important to stay updated with the blogs, books, podcasts, and webinars to go for. Some of the popular resources to stay updated on Digital Marketing are websites like Mashable, WordStream { [HYPERLINK "https://www.edureka.co/blog"](https://www.edureka.co/blog) }, Social Media Examiner, Neil Patel Blog, etc.

Q23. Do you think Digital Marketing will replace traditional marketing practices in the near future?

This question would reveal the level of your professional knowledge. Hence, build your answer with personal opinions, don't just go with what you have heard.

One thing that can be safely said is that it is unlikely that Digital Marketing will completely replace traditional marketing in the near future. Rather marketers are integrating both the platforms to optimize their plans for optimum ROI. Instead of replacing each other, both traditional and digital marketing are becoming complementary to each other.

Q24. How will you rate yourself on the scale of 1 to 10 based on your knowledge of Digital Marketing?

With this question, the interviewer wants to learn if you are acquainted with your strengths and weaknesses. Make sure you do not overestimate or underestimate yourself.

Q25. What are the skills needed for Digital Marketing?

Digital Marketing is an amalgamation of innovation, creativity, and analytics, one should have a creative mind, data analysis skills, writing and editing skills, and technical skills to be a successful digital marketer.

