



Apply your skills to a workplace scenario


Prepare a portfolio for job interviews


Prepare for digital marketing and e-commerce interviews


Answer interview questions


 **Video:** Use STAR method to answer interview questions
3 min


 **Practice Quiz:** Activity: Practice using the STAR method to answer interview questions
1 question

 **Reading:** Activity Exemplar: Practice using the STAR method to answer interview questions
10 min

 **Reading:** Ask the interviewer questions
20 min

 **Practice Quiz:** Create questions to ask your interviewer
4 questions

 **Video:** Laura - Interview tips
4 min

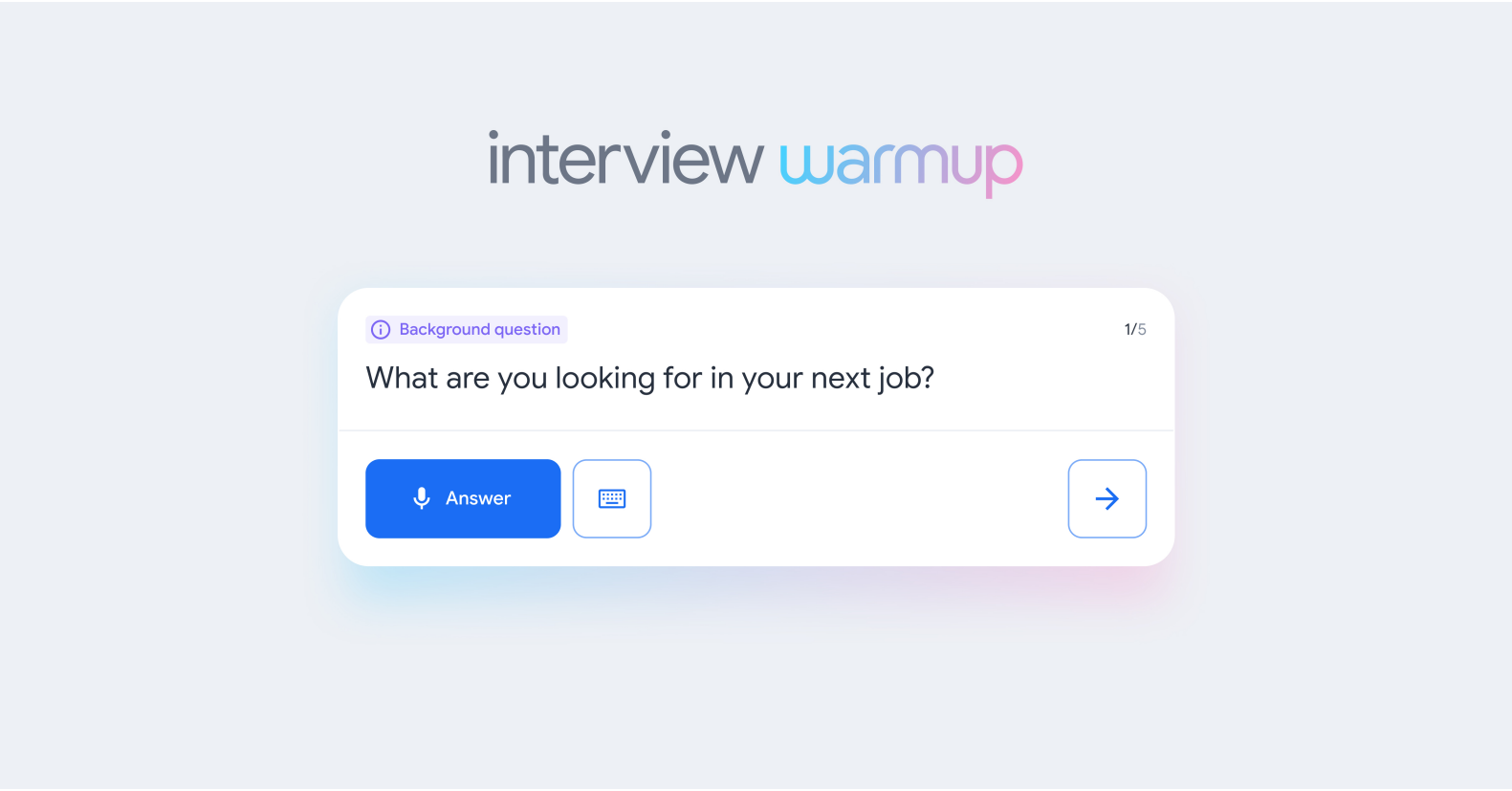
 **Reading:** Prepare for interviews with Interview Warmup
20 min


Develop an elevator pitch

Review: Prepare for jobs in digital marketing and e-commerce

Course review: Satisfaction guaranteed: Develop customer loyalty online


Prepare for interviews with Interview Warmup



Now that you have the skills and knowledge to work in e-commerce and digital marketing, it's time to start preparing for interviews. [Interview Warmup](#)  is a tool that helps you practice answering questions to get more confident and comfortable with interviewing.

Get started

Follow these steps to start a 5-question practice interview related to e-commerce and digital marketing:

1. Go to grow.google/certificates/interview-warmup .
2. Click *Start practicing*.
3. Select the “E-commerce” practice set.
4. Click *Start*.

It takes about 10 minutes, and the questions will be different every time. Each question set will have two background questions, one behavioral question, and two technical questions, simulating what you would encounter in a real interview. You can try as many practice interviews as you want.

You'll also have the option to access the full list of interview questions if you'd like to review more of the questions available or focus on specific topics.

How it works

Interview Warmup asks interview questions for you to practice answering out loud. It transcribes your answer in real time so you can review what you said. You'll also review insights, which are patterns detected by machine learning that can help you discover things about your answers and identify ways to keep improving.

Here are a few examples of questions the tool might ask:

- Why do you want to work in digital marketing?
- Could you share more about your knowledge and background in SEM?
- Please describe your experience with creating social media content.
- How do you measure the success of an email marketing campaign, and how do you identify areas for improvement?
- Tell me about a recent project or campaign you worked on.
- How would you investigate why a new product line missed its first two monthly sales targets?

Here are some of the insights that Interview Warmup provides:

- **Talking points:** The tool lets you know which topics you covered in your answer, such as your experience, skills, and goals. You'll also be able to view other topics that you might want to consider covering.
- **Most-used words:** The tool highlights the words you used most often and suggests synonyms to broaden your word choices.
- **Job-related terms:** The tool highlights the words you used that are related to the role or industry in which you are preparing to work. You'll also be able to view an entire list of job-related terms that you might want to consider including in your answer.

Interview Warmup gives you the space to practice and prepare for interviews on your own. Your responses will be visible only to you, and they won't be graded or judged.

Key takeaways

Practicing for interviews is an important skill for your career in digital marketing and e-commerce. Using Interview Warmup can help you practice interview questions and receive feedback in real time. As you practice, you will gain confidence and be able to prepare more polished responses for common interview questions.

Mark as completed

