

Guidelines for Marketing & Sales Roles

Category Overview: Suited for persuasive, creative communicators. Roles include Digital Marketing Specialist, Sales Executive, Social Media Manager, etc. Interviews focus on communication, creativity, and relationship-building.

Preparation Tips:

- **Portfolio/Examples:** Build a portfolio of campaigns, social media strategies, or sales pitches. Use tools like Google Analytics, HubSpot for digital marketing.
- **Skill Sharpening:** Practice SEO/SEM, content creation, and sales techniques (e.g., SPIN selling). Analyze successful campaigns.
- **Behavioral Preparation:** STAR stories on persuasion, adaptability, and energy in client interactions.
- **Mock Interviews:** Role-play sales calls or marketing pitches. For Brand Manager, prepare brand strategy presentations.

During the Interview:

- **Persuasive Communication:** Use storytelling to showcase ideas; back with metrics (e.g., ROI on campaigns). Demonstrate enthusiasm and people-orientation.
- **Adaptability Showcasing:** Discuss handling objections or changes with calm and creativity. Highlight flexible work preferences.
- **Ask Smart Questions:** Inquire about target audiences, marketing tools, or sales goals.

Post-Interview:

- Follow up with a personalized pitch or content idea relevant to the company.

Common Pitfalls to Avoid:

- Don't oversell; listen actively. Avoid unsubstantiated claims—use data.

Resources:

- Books: "This Is Marketing" by Seth Godin.
- Online: HubSpot Academy (Inbound Marketing), Coursera (Digital Marketing Specialization).

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