

Preliminary Online Interview Test for Experienced Digital Marketing Team Member

Last Updated: 9th December 2021 - Time Allowed: 24 hours

Section 1: Previous Experience

How many years of RELEVANT experience do you have in the field? ____Six____

Please provide detailed descriptions of at least 2 digital marketing campaigns/projects you handled. We are interested in understanding your specific role in the project?

Project / Campaign 1:

Name of campaign	Canton Fair Business Tourism Promotion (2019)
Short Description of campaign	A Social Media promotion that seeks to engage prospects across Facebook, Instagram, LinkedIn and Twitter about the forthcoming Canton Fair in China. The travel package on offer included the much sought-after China Visa (including Nigerian police report), Accommodation, and Trade Fair passes.
Strategy used in implementing the campaign	<p>The objective was to trigger WhatsApp and email conversations from a landing page. Therefore, the campaign was promoted across the above-listed social media channels with a clear call-to-action to visit a landing page.</p> <p>We A-B-tested Facebook Ads with 'Traffic' objective against 'Messaging'; The latter ad set was optimised for 'landing page' view (pixel pre-installed). And shared exciting and engaging copies about profitable business opportunities in China with a CTA to 'Attend Canton Fair 2019 on these channels. CTA links had UTM parameters (customised on bit.ly).</p>

	<p>We subsequently set up click event triggers on the landing page to send conversion metrics to Google Analytics and Adwords for every click on the WhatsApp and Email convo CTA's. This way, we planned to repurpose conversions for remarketing ads on Adwords.</p> <p>We collected 'Click to Message' responses directly on Facebook Manager.</p>
Tools used for campaign	Facebook Ads Manager, Adwords, Google Analytics, Facebook, Instagram, LinkedIn and Twitter, Google Tag Manager, GIMP, Inkscape, Google Spreadsheet
Link to the screenshot of the campaign result graph	Messaging Objective Result — Canton Fair Traffic
What was your role in the campaign ?	<p>I was the sole Digital Marketing Specialist in charge.</p> <p>Others only brainstorm ideas and strategies, as well as validate the appropriateness of their implementations. It's like getting everyday profilers to validate your thought process. Interesting, isn't it?</p>
Please describe some of the key activities of the project to enable us understand its complexities	<ul style="list-style-type: none"> - Design Landing Pages (With WordPress Page Builder) - Set Up Event Triggers on GTM for Conversion Tracking and Goal Import (GA) - Concatenate UTM Parameters on Google Spreadsheet and Customise longish links on bit.ly - Write Ad Copies and Personalise for Different Social Media Channels - Media Buying on Facebook (Set Up Facebook, IG, Messenger, and Partner Network Ads e.t.c.) - Ads Tracking (You Could See I Was Growth-Hacking - Super-Lean Budget) - Graphic Design on Open-Source (Linux) Tools - GIMP and Inkscape - Organic Promotion on LinkedIn and Twitter

Project / Campaign 2:

Name of project	Data Analytics for a flight booking engine served on Amadeus API
Short Description of project	Data is the bedrock of a DM's success. The company had a flight booking engine set up on Amadeus API pretty figured out but needed to be able to glean from the hourglass the events taking place there.
Strategy used in implementing the project	<p>I started with identifying the buyer's journey on the said flight booking engine:</p> <ul style="list-style-type: none">- Flight Search- Select Favourable Itinerary- Book Flight- Wash, Rinse and Repeat <p>Then moved on to setting up Goal Imports to Google Analytics and Facebook Events Manager.</p> <p>By doing so, the client could always glean from GA or a DataStudio dashboard the buyer's journey across its flight booking engine.</p> <p>And I also have conversion tracking setups in place, in case they choose to run Google Ads in the future.</p>
Tools used for project	Google Tag Manager, Google Analytics, Facebook Events Manager, Facebook Analytics (before it was deprecated), Amadeus API, Google Chrome Browser Console, JavaScript, Google Data Studio, Google Big Query
Link to the screenshot of the campaign result graph	GA4 - Conversions - 12 Month Period
What was your role in the project?	I was the think tank and implementer
Please describe some of the key activities of the project to enable us understand its complexities	<ul style="list-style-type: none">- Ask Questions and collect stakeholders' feedbacks- Identify the Buyer's Journey on the

	<p>flight booking engine (prepare)</p> <ul style="list-style-type: none"> - Break them down into identifiable actions on the said booking engine - Set up events via Google Tag Manager to track those actions - Filter the report e.g. remove stakeholders' engagement (bookings) - Collect the result - Visualise the outcome - Analyse - Give feedbacks - Archive data
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Section 2: Role Fit

In this section, we seek to understand from your perspective how your profile and experience fits this job role.

In ALL CASES, Please include SPECIFIC examples and if possible links to projects.

Where possible, use the STAR model

(https://www.vawizard.org/wiz-pdf/STAR_Method_Interviews.pdf) to answer the questions.

Job Requirements	Briefly Describe How your Profile and Experience Matches this Requirement.
proven Experience in Digital marketing and Digital Marketing campaigns	<p>I started out as a content writer for a New Media Publication (InformationNigeria) in 2013 and then moved on to working as a Content/Social Media Associate for a ride request company, Easy Taxi.</p> <p>I've, since then, worked in the capacity of a</p>

	Content Executive, SEO Strategist, Marketing Executive, and Digital Strategist across Travel and Tourism, eCommerce and Health and Wellness sectors.
HND/BSC in any related field or commensurate experience	<p>I have a BSc(Ed) Biology but I'm still taking tonnes of certification courses to sharpen my expertise. Certifications include:</p> <ul style="list-style-type: none"> - HubSpot Marketing Software Certification - Hubspot Content Marketing Certification - Hubspot Inbound Sales Certification - Google Digital Skills for Africa - Google Data Analytics (on the 4th Modules) <p>I've garnered experiences commensurate with this position. I started out with a news publication website in 2013 and had over 2 years of content writing hands-on drills.</p> <p>Like listening to music, my career segued across the eHailing, travel and tourism, eCommerce and health and wellness verticals. I have been a Digital Marketing strategist through it all.</p>
Maintain digital dashboard of several different accounts	<p>Yes, I have.</p> <p>I currently have a Book Club, Online Travel Agencies, a restaurant management platform (social/conversational commerce), and a chain of confectionery outlets on my Facebook Business Manager.</p> <p>Nanasi</p> <p>Zeriah Travels</p> <p>Vecta Travels (Website Redesign ongoing)</p>
Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate	<p>I can tell if you're a window-shopper or just need to be pointed in the right direction. Take the journey with me:</p> <p>(Continuation from Campaign 1 Above): We needed to promote the Canton Fair 2019 travel package with a messaging objective.</p>

	<p>Opinion polls were caught in between setting up a click-to-messaging ad set (I was the sole proponent for this) or driving engagement further on a landing page.</p> <p>We chose to A-B test our opinion poll and I will help you re-visualize the outcome below:</p> <p>Messaging Objective Result — Canton Fair Traffic</p> <p>Outcome: Link clicks from the second (traffic OBJ) screenshot didn't translate to as much WhatsApp or Email convo (refer to the strategy of Campaign 1).</p> <p>But a straightforward 'Click-to-Message' ad set brought as many buyers to the company's physical location.</p> <p>Conclusion: Nigerian businessmen, keen on visiting China for business, don't want to click landing pages to see the Canton Museum of Art and the rest.</p> <p>They want to discuss 'pure' business: How much and what's included?</p>
<p>Experience in optimising landing pages and user funnels</p>	<p>Yes!</p> <p>(Copy and Paste from Project 2 with little adjustments):</p> <p>I start with identifying the user's journey on the said landing page</p> <p>For a flight booking page, it will be:</p> <ul style="list-style-type: none"> - Flight Search - Select Favourable Itinerary - Book Flight - Wash, Rinse and Repeat <p>I move on to setting up Goal Imports to my favourite analytics platform and monitoring performance week-in, week-out.</p> <p>To optimise performance, I do the following:</p> <ul style="list-style-type: none"> - Benchmark outcomes and set out to enhance performance with clear-cut strategies - Time Series Forecasting with Machine

	<p>Learning (it's in-built on your preferred Analytics) and watch out for anomalies.</p> <p>But then, there have to be conversion tracking setups in place, in case you choose to run ads in the future. This way you can leverage your metric.</p>
Experience with A/B and multivariate experiments	<p>Please, let refer to Campaign 1:</p> <p>The objective was to trigger WhatsApp and email conversations from a landing page. Therefore, the campaign was promoted across Facebook, Instagram, LinkedIn and Twitter with a clear call-to-action to visit a landing page.</p> <p>We A-B-tested Facebook Ads with 'Traffic' objective against 'Messaging'; The latter ad set was optimised for 'landing page' view (pixel pre-installed). And shared exciting and engaging copies about profitable business opportunities in China with a CTA to 'Attend Canton Fair 2019 on these channels. CTA links had UTM parameters (customised on bit.ly).</p> <p>We subsequently set up click event triggers on the landing page to send conversion metrics to Google Analytics and Adwords for every click on the WhatsApp and Email convo CTA's. This way, we planned to repurpose conversions for remarketing ads on Adwords.</p> <p>We collected 'Click to Message' responses directly on Facebook Manager.</p> <p>Result: Messaging Objective Result — Canton Fair Traffic</p> <p>My experience with Multivariate Experiments came during my spells doing graphic design.</p> <p>I call them 'hypothesis-driven insights': Here, I seek to test which combination of graphics dimensions, ads placement, ad copy (different primary tests, headlines and descriptions performs best out of the possible combinations.</p> <p>Multivariate Combination of Different Image</p>

	<p>Dimensions</p> <p>Multivariate Combination of Different Copies - Primary Test, Headlines and Descriptions</p>
Experience in optimizing landing pages and user funnels	<p>Please, you've repeated this question twice without clear intention. Answered two steps up-up-above.</p>
Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)	<p>Yes.</p> <p>I have set up website analytics to address different pain points with data. I have always leveraged Google Tag Manager to reduce the back-and-forth with the development team (it could be demotivating).</p> <p>I have included a dashboard from a flight booking website.</p> <p>The overarching question here is: How does our travel booking engine acquire users?</p> <p>The obvious answer - gleaned from the pie chart in the screenshot - is Organic</p>
Working knowledge of ad serving tools (e.g., DART, Atlas)	<p>I have very limited knowledge.</p>
Experience in setting up and optimizing Google Adwords campaigns	<p>I am very knowledgeable about advertising with Adwords and copywriting.</p> <p>I'm big on setting up campaigns for Adwords and you could find my most recent freelance gig related to that, here.</p> <p>I've also set up numerous projects for Adwords marketing (talk of Conversion tracking).</p> <p>I'm only waiting for the right budget to hit the road running.</p> <p>Hopefully, it's time.</p>
Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns	<p>I've shared several experiences leading social media campaigns and marketing database projects (please, refer to Campaign 1 and Project 2).</p>

I will take time to share my experience leading SEO campaigns* below:

Managing RunRepeat's (<https://runrepeat.com/>) link building project between 2018 and 2020. I nailed writing opportunities with <http://thesportster.com/>, <http://thetalko.com>, <https://www.cometocapetown.com/>, <https://www.therichest.com/>, <http://premiumtimesng.com/> and many other websites with high domain authority.

Today, over 2000 domains link back to RunRepeat.

Optimising some eCommerce, travel and tourism (<https://blog.vectatravels.com>), and education (<https://vphteamdevelopment.com>) websites for the current Google Page Experience algorithm. The outcome - faster loading and interactive designs, stable UI and outstanding UX. I leveraged tools and plugins, such as advanced page builders, responsive images, assets lazy loading, minimised JS and CSS, CDN's, media queries, reducing render-blocking JS and CSS, server-side analytics (tagging), micro and macro layouts with CSS grids, flexbox and in-lining (positioning).

Growth-hacking Vecta Travels' SEO strategy between 2019 and 2021 - starting with a blog (<https://blog.vectatravels.com>) makeover, content audit, keyword gap analysis, keyword research, metadata (descriptions, title tags, headers, and alt text) and structured data optimization and enhancements respectively.

Leveraging a unique and conversational writing style to create original and keyword-rich travel content for the ASmallWorld Explorer and Arrivedo interactive stories. Sample links below:

<https://arrivedo.com/article/amsterdams-most-popular-cannabis-shops>

<https://arrivedo.com/article/amsterdam-cycle-bridges-cruise-canals-city-art-marvel>

<p>Strong analytical skills and data-driven thinking</p>	<p>Yes, I have those with strong hands-on skills with tools, such as Google Analytics and Amazon Pinpoint.</p> <p>And I'm currently concluding a Data Analytics Course (By Google on Coursera).</p> <p>So, this client wanted to know if the everyday professionals were visiting his HR resource website for soft skill courses.</p> <p>We designed an eCommerce website with different courses for products and resource materials for pages, product categories for modules and so forth. I recommended and set up eCommerce enhanced tracking on GA4 for him and he's been able to glean from the hourglass since then.</p> <p>Please find a year-long performance of this Educational website below (the project was concluded in June-July):</p> <p>VPH Team Development Conversions (Analytics)</p> <p>VPH Team Development Solutions (Website)</p>
<p>Working knowledge of relevant tools & programming technologies pertaining to Digital marketing including their constraints</p>	<p>I have a working knowledge of relevant tools.</p> <p>Please, find the usual suspects and their constraints below:</p> <p>Google Analytics (Which could have been better if they were open-sourced. Well you could do a lot with Google BigQuery anyways)</p> <p>Amazon Pinpoint (Good for Mobile App engagement and analytics but sucks at web analytics)</p> <p>Google Tag Manager (the non-coders haven for working programming magic which keeps injecting so many codes client-side without a chance to check extensively code compatibility until something breaks and you start debugging)</p> <p>Google Adwords (efficient as it is)</p> <p>Facebook Ads Manager (efficient as it is)</p>

	<p>Mailchimp expensive for startups)</p> <p>Sendy Newsletter with Amazon SES (a lean, mean solution modelled on Amazon Simple Email Solution service)</p> <p>Zapier Automation Integrations (gets automation done without hassles but could be not extensive in its approach)</p> <p>WordPress (the non-coders haven for web development currently metamorphosing to a headless CMS with page builders but needs constant re-learning)</p> <p>HTML (the bedrock of web development but the internet has since moved past its age)</p> <p>CSS (every pretty thing - including building a real-life house - can be done with CSS ...until you find out it's just frontward facing and needs backbones like JS and familiar frameworks, angular e.t.c.)</p> <p>JavaScript (magic in all sense of it but with an extensive framework - you never know what's coming)</p>
A proven track record of building modular, reusable, and tested solutions.	<p>I have limited experience with regard to this.</p> <p>I tried building WordPress Plugin (using Modular programming) at some point in 2019 and 2021 but left off due to my day's job pressure.</p>
Up-to-date with the latest trends and best practices in online marketing and measurement	<p>Yes!</p> <p>Enter Google Page Experience algo.</p> <p>Your website is as good as its performance. Gone are the days you wanted to rank high with slow loading, non-interactive, and visually unstable websites.</p> <p>Core Web Vitals (CWV) will eat you up before you know it.</p> <p>Google released CWV in mid-July and it's the next big thing since Squid Games (I can't say which came first).</p>

	<p>From FCP, LCP, FID, CLS; there's so much to learn about web vitals (whether you're a developer or marketer) and it's pretty boring but worth the hard work.</p> <p>From reducing unused JS to buzzwords like lazy loading, minifying JS and CSS to eliminating render-blocking, I can't wait to start this journey with the CWV pros in your team.</p>
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Section 3: Skills

Please share with us links to some of your work that is in the public domain. Github, Stackoverflow, Hackerrank and similar are acceptable.

<https://github.com/cephasoo/twitterpost>

<https://github.com/cephasoo/byoftoafrica>

Our objective is to assess the quality of your work. Should you not have anything available in the public domain, we will have to give you a relevant test to access your skill.