Marketing Interview 1

Q1 What is an innovative new marketing strategy that you'd like to implement while in this position?

The number one marketing tool right now is Facebook. I plan to target audiences, while campaigning our new business model. My second marketing strategy will be video emailing. This allows S-Mart to directly influence our customer’s views on our new company.

Q2 A customer left a negative review of our product on a social media site. How do you respond to the customer?

This is a new company’s worst nightmare, especially during the integration of a new business. My first step is to address the customer in a private setting. I want to let the customer know I feel accountable for the situation and would like to customer to have positive views towards our company.

Q3 Tell me about a marketing campaign you conducted that wasn't successful. What did you learn from that?

In my marking career, I have had a few unsuccessful campaigns. You must learn how to target your audience, and make sure your product fits the demographics. This is better known as spear phising/targeting. Before I knew the true meaning of this strategy, I ran a campaign for food delivery not knowing to set a target age group in that location. I learned the value of targeting and learned to research the area better before running a campaign.

Q4 Tell me about a working situation in which you had to market a product with a team of people who had very different ideas and values from you. How did you manage the situation?

Successful marketing starts with putting everything into perspective. Teams must understand that the world is changing, and the team must change with the world. Recently I worked with a group that had very different expectations for the product. My goal for that group was to bridge our ideas together. Once both parties link ideas, creating a successful product can be very rewarding.

Q5 Are you comfortable with working with multiple marketing managers?

I would love to work with other certified marketing managers. Hearing other managers will open my eyes to other marketing strategies. In my last position I worked with multiple different mangers at once. I really enjoyed the extra ideas, because it made our marketing plans unstoppable.

Q6 You have been charged with the task of creating a new branding campaign for a product that hasn't been doing well. Tell me how you will succeed?

My first step would be analyzing the current brand. My second step would be taking what we learned from the previous brand and create a totally different brand. We need to modernize the look to fit the products target audience. Our biggest step will be acknowledging to our customers that the brand had issues and now is being reformulated.

Q7 When will you be ready to make the transition into our company? What is your desired salary?

**I would be able to start at the first of the month. I would like to give my current company 2 weeks to fill my position. My desired salary would start at $100,000 for the first 2 years. My experience in marketing shows I’m worth much more. I’m open to discuss a compensation plan at our next meeting, let’s move on with the interview.**

Q8 What is your favorite lead generating tool?

**They say any lead is a good lead, however we want quality leads for your company. We want qualified leads, with qualified income. My favorite lead generator is Facebook. As I mentioned before social media is the hottest market for quality leads. Really any social media platform will be great for lead generating.**

Q9 Why do you love marketing?

I love marketing because you get to create digital material that will influence thousands of men and women around the world. The material created is very powerful and can have a positive or negative affect on an individual’s life. I enjoy using my creativity to links products with their desired owners.

Q10 What brands do you follow on social media and why?

Right now, I follow Little Buff Protein and Hello Fresh. I follow these brands because they always grab my attention with awesome promotions. These companies seem to know exactly when I need more of their products.