

# Performance Marketing role

## What's your preferred attribution method for LinkedIn paid ads?

There is no one size fits all for paid ads it all depends on the purpose of ad campaign. My most preferred is the :

— **Linear Attribution:** For businesses with a longer and more complex sales cycle, where multiple touch-points contribute to conversions over time, a linear attribution model may provide a more holistic view of the customer journey.

## In your opinion, what is more important for performance marketing: ROI or ROAS?

ROAS, or Return on Ad Spend, is my preferred method for assessing advertising effectiveness because it provides a clear and direct measure of how efficiently my ad dollars are generating revenue. By calculating ROAS, I can see exactly how much revenue I'm generating for every dollar spent on advertising. This helps me make informed decisions about where to allocate my advertising budget and which campaigns are delivering the best results. Additionally, ROAS allows me to quickly identify underperforming ads or channels and make adjustments to improve their effectiveness, ultimately maximizing the return on my advertising investment.

## Share a situation where you had to manage a limited budget for a campaign. How did you prioritise spending and optimise your strategy to maximise results within the budget constraints?

In 2023 January we were pushing an ad Campaign for a client who wanted results but limited budget. This was my first job and I wanted to prove myself also. these were the methods I implemented:

1. **Audience Segmentation:** I conducted thorough research to identify the most responsive audience segments for the product. By focusing our efforts on these segments, we could maximize the impact of our messaging and minimize wasted ad spend on less relevant audiences.
2. **Channel Selection:** Instead of spreading the budget thinly across multiple channels, I carefully selected the most cost-effective channels that aligned with our target audience's preferences and behaviors. This ensured that we could concentrate our resources where they would have the greatest impact.
3. **Creative Optimization:** I invested time and resources in creating high-quality, engaging ad creatives that would resonate with our target audience. By testing different ad formats, messaging variations, and visuals, we were able to identify the most effective combinations and allocate more budget to the top-performing creatives.
4. **Continuous Monitoring and Optimization:** Throughout the campaign, I closely monitored performance metrics to identify areas for improvement and reallocate budget accordingly. This involved adjusting bids, targeting parameters, and ad placements based on real-time data to maximize ROI.
5. **Iterative Testing:** I adopted an iterative approach, constantly testing and refining our strategy based on performance insights. By experimenting with different audience segments, messaging strategies, and campaign tactics, we were able to uncover valuable insights and optimize our approach over time.

By implementing these strategies, we were able to achieve significant results despite the limited budget. We exceeded our campaign objectives in terms of both reach and conversions, demonstrating the power of strategic budget management and optimization in maximizing campaign effectiveness.

**Describe a situation where you faced a major setback in a marketing campaign. How did you handle it, and what strategies did you employ to recover and achieve the campaign's objectives?**

During a crucial promotional campaign for a client, we experienced a significant technical issue with the website's checkout process. This resulted in a high bounce rate and a drastic decrease in conversions, posing a major setback to our campaign objectives.

Here's how I handled the situation and implemented strategies to recover:

1. **Immediate Response:** As soon as the issue was identified, I immediately alerted the technical team and initiated emergency protocols to address the problem. We worked swiftly to identify the root cause of the issue and implemented temporary fixes to minimize disruption to the campaign.
2. **Communication and Transparency:** I maintained open and transparent communication with the client, keeping them informed about the situation and the steps being taken to resolve it. I reassured them that we were dedicated to rectifying the issue and achieving the campaign objectives despite the setback.
3. **Adaptation of Tactics:** Recognizing that the website issue would likely persist for some time, I quickly pivoted our marketing tactics to mitigate the impact. We temporarily redirected traffic to alternative landing pages with simplified checkout processes and optimized user experience to minimize friction and maximize conversions.
4. **Compensatory Offers:** To appease potential customers who were unable to complete their purchases due to the technical issue, we offered special discounts and incentives to encourage them to return and complete their transactions once the issue was resolved. This helped salvage some lost opportunities and retain customer loyalty.
5. **Post-Campaign Analysis and Learning:** After the campaign concluded, I conducted a comprehensive post-mortem analysis to evaluate the impact of the setback on campaign performance and identify lessons learned. This involved reviewing data, gathering feedback from stakeholders, and documenting insights to inform future campaigns and prevent similar issues from occurring.

Despite the setback, we were able to salvage the campaign and achieve the majority of our objectives through proactive problem-solving, adaptation of tactics, and effective communication. The experience served as a valuable learning opportunity and reinforced the importance of resilience and flexibility in navigating unexpected challenges in marketing campaigns.

## Automation specialist

**How do you measure the ROI of marketing activities?**

5. **Calculate ROI:** Calculate the ROI using the following formula:

$$ROI = \left( \frac{\text{Revenue} - \text{Cost}}{\text{Cost}} \right) \times 100\%$$

**What are the best steps to optimise a nurture campaign?**

1. **Define Clear Objectives:** Clearly outline the goals and objectives of your nurture campaign to provide a clear direction for optimization efforts.

2. **Understand Your Audience:** Conduct thorough research to understand the needs, preferences, and behaviors of your target audience, enabling you to create more relevant and engaging content.
3. **Create Compelling Content:** Develop high-quality content that addresses the needs and interests of your audience, guiding them through the buyer's journey.
4. **Map Content to Buyer's Journey:** Align your content strategy with the different stages of the buyer's journey to deliver the right message at the right time.
5. **Optimize Email Sequences:** Improve email performance by testing subject lines, copy, visuals, and CTAs to maximize open and click-through rates.
6. **Personalize Communication:** Tailor your communication to individual leads using personalization techniques, such as dynamic content and segmentation, to enhance engagement.
7. **Implement Lead Scoring:** Prioritize and qualify leads based on their level of engagement and fit with your ideal customer profile to focus efforts on high-potential leads.
8. **Monitor and Analyze Performance:** Continuously track campaign performance metrics to identify areas for improvement and optimization.
9. **Iterate and Test:** Experiment with different elements of your nurture campaign, such as content, timing, and channels, to identify what resonates best with your audience.
10. **Align with Sales Team:** Collaborate with your sales team to ensure seamless lead handoff and follow-up, optimizing the lead nurturing process for improved conversion rates.

**Give an example of a challenge you encountered when working with multiple connected systems? (CRMs, Ad platform, etc.) and how you solved it?**

One challenge I faced when working with multiple connected systems was ensuring data consistency and accuracy across platforms. We were using a CRM system to manage customer data, an ad platform to run advertising campaigns, and an email marketing platform to send targeted emails. However, discrepancies in data between these systems were causing confusion and inefficiencies in our marketing efforts.

To solve this challenge, I implemented a data synchronization process that ensured information was seamlessly transferred between the different systems in real-time. This involved setting up integrations between the CRM, ad platform, and email marketing platform to automatically sync customer data, such as contact information, purchase history, and engagement metrics.

Additionally, I established data validation protocols to identify and resolve any discrepancies or errors that arose during the synchronization process. This included regular data audits, automated checks for duplicates or missing information, and manual verification by the marketing team.

By implementing these measures, we were able to maintain data consistency and accuracy across our marketing systems, enabling us to make more informed decisions, personalize our marketing campaigns, and improve overall efficiency in our marketing operations.

**If you were to optimise one of the following areas: lead scoring, spam filtering or nurture campaigns, how would you approach it? (Choose one area) Please provide an example of a real life optimisation that you worked on.**

If I were to optimize lead scoring, I would approach it by refining the criteria used to evaluate and prioritize leads, ensuring that the scoring model accurately reflects their level of engagement and likelihood to convert.

To improve our lead scoring process, I would implement several enhancements:

1. **Incorporating Behavioral Data:** We started tracking additional behavioral data, such as content downloads, webinar attendance, and trial sign-ups. By capturing these actions, we gained deeper insights into lead engagement and intent, allowing us to better assess their readiness to purchase.
2. **Scoring Weight Adjustments:** I reviewed and adjusted the weight assigned to each lead scoring attribute based on their predictive value. For example, we gave higher scores to leads who demonstrated specific buying signals, such as requesting a product demo or engaging with pricing information.
3. **Lead Qualification Criteria:** We refined our lead qualification criteria to better align with our ideal customer profile and sales readiness. This involved collaborating closely with the sales team to identify key indicators of a qualified lead and adjusting our scoring thresholds accordingly.
4. **Continuous Monitoring and Iteration:** After implementing the updates, we closely monitored the performance of the revised lead scoring model. We regularly reviewed conversion rates, sales pipeline velocity, and feedback from the sales team to identify areas for further optimization and refinement.

## Growth engineer

1. **Measuring ROI of Marketing Activities:** I measure the ROI by tracking campaign costs and revenue generated. By comparing the two, I calculate the ROI percentage, indicating the return on investment. This helps me assess the profitability and effectiveness of marketing campaigns, enabling better allocation of resources and optimization of strategies.
2. **Most Proud Data Project:** My proudest data project involved implementing customer segmentation and personalization for an e-commerce company. Analyzing customer data allowed us to group customers based on behavior, enabling personalized marketing messages. This resulted in improved customer engagement and increased sales, showcasing the power of data-driven strategies.
3. **Key Steps for Project Success:** To ensure project success and stakeholder management, I focus on clear communication, setting expectations, and regular updates. I establish clear goals and timelines, involving stakeholders in the process and addressing concerns promptly. By fostering collaboration and transparency, I ensure alignment and commitment to project objectives.
4. **Experiment Design and Success Measurement:** I designed an experiment to test different email subject lines to improve open rates. By randomly assigning subjects to segments, I compared open rates to identify the most effective subject lines. This allowed me to measure success based on increased open rates and engagement metrics, informing future email marketing strategies.
5. **Effective Data Storytelling:** To achieve effective data storytelling, I focus on simplicity, relevance, and context. I use visualizations and narratives to communicate insights in a compelling and understandable way. By connecting data to real-world scenarios and audience interests, I create impactful stories that drive action and decision-making.

## General marketing experience

1. **Marketing Automation Project:** The marketing automation project I'm most proud of involved implementing a lead nurturing campaign for a B2B software company. By leveraging marketing automation tools, we developed personalized email sequences and automated workflows to engage leads throughout their buyer's journey. This resulted in increased lead conversion rates and shortened sales cycles, demonstrating the power of automation in driving business growth.
2. **Latest Martech Trends:** I'm most keen to adopt AI-driven personalization and predictive analytics in marketing automation. These technologies enable hyper-targeted campaigns and predictive insights, allowing for more effective lead nurturing and conversion optimization. Additionally, I'm excited about

the integration of voice search and chatbots into marketing strategies, enhancing customer interactions and improving user experience.

## Technology

1. **Personal Interest in Technology and Enterprise Market:** I've always been fascinated by the intersection of technology and business, particularly in the enterprise market. I'm passionate about leveraging innovative technologies to solve complex business challenges and drive growth. I enjoy staying updated on the latest advancements in enterprise software, cloud computing, and data analytics, as they have the potential to revolutionize how businesses operate and compete in the market.
2. **Marketing Open Source Software in the Enterprise:** Marketing open source software in the enterprise requires a strategic approach that emphasizes the benefits of flexibility, customization, and cost-effectiveness. It's essential to highlight the security, scalability, and community support that open source solutions offer, addressing concerns about reliability and support. Building trust and credibility through thought leadership, case studies, and customer testimonials can also help overcome resistance to adopting open source software in the enterprise.
3. **New Non-Traditional Marketing Technologies:** In my work, I've utilized emerging technologies like augmented reality (AR) and interactive content to engage audiences in unique and memorable ways. AR experiences have allowed us to showcase products and services in a more immersive and interactive manner, driving higher levels of engagement and brand awareness. Additionally, leveraging artificial intelligence (AI) for personalized recommendations and chatbots for customer support has enhanced the customer experience and improved conversion rates. These non-traditional marketing technologies offer innovative ways to connect with audiences and differentiate our brand in the market.

## Context

Competitors to Canonical include Red Hat, SUSE, and other Linux distribution providers. To be a more effective competitor, Canonical could focus on improving customer support and enterprise-grade features in their Ubuntu offerings. They could also enhance their marketing efforts to raise awareness of their products and services among enterprise customers.

I most want to work for Canonical because of their commitment to open-source software and their contributions to the Linux community. I'm passionate about working with cutting-edge technologies and being part of a company that values collaboration, innovation, and making a positive impact on the world.

The Canonical products and services I would most like to work on are Ubuntu Server, Juju, and Canonical's cloud management tools. I'm particularly interested in contributing to the development of enterprise solutions that leverage Ubuntu's reliability and scalability for cloud computing and containerization. Additionally, I'm excited about exploring opportunities to enhance automation and orchestration capabilities with Juju.

## Education

**In high school, how did you rank competitively in maths and hard sciences? Which was your strongest?**

I ranked as the 10th in my entire School but 4th in my class. Mathematics and Chemistry were my strongest suit.

**In high school, how did you rank competitively in languages and the arts? Which was your strongest?**

I ranked averagely in languages with Englishs being my best.

**What sort of high school student were you? Outside of class, what were your interests and hobbies? What would your high school peers remember you for, if we asked them?**

I was an all-round student. I was a great performer and also an athlete. I played basketball and participated in the schools skating games.

**Which university and degree did you choose? What others did you consider, and why did you select that one?**

Applied Statistics with IT was my degree of choice. This degree allowed me to follow my passion for mathematics and at the same time explore my geekish computer side.

**At university, did you do particularly well at any area of your degree?**

I performed well in maths more than the IT side.

**Overall, what was your degree result and how did that reflect on your ability?**

My degree result was 3.9 GPA out of the possible 5. this gave me technical skills that allowed me to explore so much more and understand Data science and technical understanding for the real world.

**In high school and university, what did you achieve that was exceptional?**

In highschool I took my school to the state championship and in university i started a data science club that is active upto-date.

**What leadership roles did you take on during your education?**

Spearheading the role of Data science and I became the Skates club leader.