

Digital Marketer interview checklist

Digital marketing hiring usually has an HR screen, a technical round on channels and metrics, often a practical task such as auditing a website or planning a campaign, and a final round with the marketing head.

10 QUESTIONS TO PRACTISE OUT LOUD

1. What is the difference between on-page, off-page and technical SEO?

What it checks: Whether you understand the three pillars of SEO and can name specific actions under each, not just define the terms.

2. Tell me about a campaign that failed. What did you learn?

What it checks: Honesty about failure, whether you diagnosed the cause with data, and whether the learning changed how you plan campaigns.

3. What are your salary expectations for this digital marketing role?

What it checks: Whether you know the market for your channel skills and experience level, and can link your ask to the value and budgets you have managed.

4. How would you set up a Google Ads search campaign for a coaching institute?

What it checks: Whether you can structure campaigns, pick keywords and match types, control wasted spend, and connect ads to conversions rather than clicks.

5. Tell me about a time a client or manager only cared about vanity metrics.

What it checks: Whether you can steer stakeholders toward business outcomes tactfully, without dismissing what they care about.

6. Why do you want to move from an agency to an in-house marketing team?

What it checks: Whether your reasons fit what in-house work involves, including depth on one brand, slower approvals and closer business accountability.

7. Explain CTR, CPC, CPM, CPA and ROAS. If you spend 50,000 rupees and earn 2 lakh in revenue, what is your ROAS?

What it checks: Whether you know core performance marketing metrics and can calculate them quickly, since every campaign discussion uses them.

8. Tell me about a time your organic traffic dropped suddenly.

What it checks: Whether you stay calm, diagnose methodically across technical and algorithmic causes, and communicate clearly while fixing it.

9. Launches and sales sometimes need weekend or late-evening work. Is that okay for you?

What it checks: Whether you understand the rhythm of marketing work around launches and festivals, and can commit honestly while stating reasonable limits.

10. How do you set up tracking so you know which campaigns bring in sales?

What it checks: Whether you can build reliable measurement with GA4, UTMs and conversion events, because without it every other marketing decision is a guess.

TIPS FOR THIS INTERVIEW

- Bring numbers from your own campaigns: spend managed, CPA or cost per lead, ROAS, traffic growth, and what you changed to improve them.

- Be ready to do quick metric maths aloud, such as CTR, CPA, ROAS and break-even ROAS, since interviewers often test this in the first round.
- Audit the company's website, ads and social pages before the interview, and prepare three specific suggestions with a reason for each.
- Keep screenshots of dashboards from Google Ads, Meta Ads Manager or GA4 ready, with client names and sensitive figures hidden.

THE DAY BEFORE

- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

ON THE DAY

- ☐ Arrive 15 minutes early, or log in 5–10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave