

Possible Interview Questions for Marketing or eCommerce Roles



Not all questions would apply to all positions. For example, a Director of Social Media might be responsible for Social, Strategy, Budgeting, Analytics and Communication. A database manager would likely need to cover Database Management, Strategy, Collaboration and Vendor Management.

KEY AREAS	SAMPLE QUESTIONS
<p>Email Marketing- Demonstrated ability in developing and running customer focused email campaigns and understanding of technologies in this space</p>	<p>Describe a successful campaign you worked on and what made it successful?</p> <p>What sort of testing have you typically done and what have you learned?</p>
<p>Database Management- Demonstrated ability to understand and effectively managed consumer database and how to effectively market to this database</p>	<p>What is your experience with database management?</p> <p>What are the biggest challenges with DM management and how have you overcome them?</p>
<p>Content- Demonstrated ability to develop clear, consistent and compelling content across all our digital channels (including Social), while considering all content requirements (SEO, ADA, PR)</p>	<p>What is your experience and/or comfort level with SEO? Do you have any technical SEO experience or knowledge?</p> <p>Can you talk about some content that you have developed, created or worked with a third party to create that was successful or that was not? How did you judge success? How did you take these key learnings to improve the next time?</p>
<p>Social Media- Clear understanding of social media space, available tools and proven ability to effectively grow social database and engage social audience</p>	<p>Have you ever directly managed social media – from content curation to actual posting?</p> <p>What is your philosophy about Social Media as it relates to the hotel space?</p> <p>What tools Social Media tools have you used?</p> <p>Can you describe a campaign that you were involved with How did you judge success? How did you take these key learnings to improve the process?</p>

<p>Analytics - Demonstrated strong understanding of analytics, understands ROI and attribution modelling and how to use data to make key decisions.</p>	<p>What channels do we look at to understand where our guests are coming from?</p> <p>What platforms (social to analytics to CMS) do you have experience with? Ex: Sprout Social, Hootsuite, Squarespace, Google Analytics, Adobe, etc.</p> <p>What is your experience with Analytics? How have you used analytics to help improve performance? How do you determine ROI on campaigns? Are you familiar with attribution models? Explain how you would use this in your role.</p>
<p>Strategy- Demonstrated ability to step back and take a look at the big picture and set clear strategic direction for our content strategy</p>	<p>Tell me your process for tackling a project – what steps do you take for researching your information, formulating your thoughts and coming up with a plan.</p> <p>Have you directly or indirectly put together an integrated marketing calendar? Can you talk me through how you approached annual planning and then management of that plan/calendar throughout the year?</p>
<p>Budgeting- Demonstrated ability to build, justify, monitor and maintain departmental budgets.</p>	<p>Describe how you would measure the success of a project.</p> <p>Have you been a part of annual budgeting? Can you walk me through how you put together a digital budget and recommended tactics?</p>
<p>Management- Ability to manage a diverse group of team members. Ability to manage performance development and improvement plans and resulting action steps.</p>	<p>Have you managed people before? If yes explain. For you what is the biggest challenge of management.</p> <p>How would describe yourself as a manger?</p> <p>How would your previous subordinates describe you.</p>
<p>Vendor Management: Demonstrated ability to utilize third party vendors and partners to achieve goals.</p>	<p>Can you talk about a challenging vendor management situation that you might have had in the past and how you dealt with it.</p>

<p>Collaboration- Ability to work with various departments, teams, properties and vendors in a collaborative and proactive manner and that achieves desired outcomes</p>	<p>Tell me about an initiative you took in your last role.</p> <p>Tell me about a challenging coworker you had and how you were able to work with them.</p>
<p>Change Management: Demonstrated ability to be a positive and effective change leader; create the motivation and/or willingness to change to meet business needs among all levels of team members, and within the company as needed.</p>	<p>Part of this role is not only coming up with changes we can make to improve performance but also to be part of the team that helps implement this. Can you talk about your role in implementations in general and more specifically QA</p>
<p>Presentation/Platform Skills- Ability to effectively present to all levels of the business up to the Senior Executives in both form and informal settings.</p>	<p>What would you consider your greatest weakness? Greatest Strength?</p> <p>How often have you had to make presentations? What tools/tips do you use to make them engaging?</p>
<p>Communication - Ability to effectively convey ideas and thoughts and directing in an effective and supportive manner which is balanced by the ability to effectively listen, hear and take the time to understand others points of views, needs, and ideas.</p>	<p>Tell us about an error/mistake you made, and how you handled it.</p> <p>What are some effective communication methods you have used – email, slack, etc.</p>
<p>Hotel/Travel Industry Knowledge- Understanding of key elements of the hotel business and how it works</p>	<p>How do guests find our hotels online?</p> <p>How do you market hotels online?</p> <p>What drives decision making when guests are choosing between hotels for their stay?</p> <p>What resources do you use or subscribe to that help you stay abreast of current trends in the eCommerce industry?</p>

RESOURCES

General Marketing

- Search Engine Land
- Social Media Today
- Social Media Examiner
- Wordstream
- Think with Google
- The Moz Blog
- Google AdWords

Hospitality Specific

- Milestone Internet blog - <https://blog.milestoneinternet.com/>
- Fuel Travel Podcast - <https://www.fueltravel.com/hotel-marketing-podcast/>
- HSMAI Knowledge Base and Adrian Awards (past winners) – www.hsmai.org
- Next Guest Digital (previously HEBs Digital) - <https://www.nextguestdigital.com/>
- Tambourine Blog - <https://www.tambourine.com/blog/>
- CHDM (HSMAI – Certified Hotel Digital Marketer) www.hsmai.org