



# InterviewPenguin.com

## Your Best Job Interview Coach Since 2011

### Digital Marketing Manager Interview Questions

1. Why do you want to work as a digital marketing manager?
2. Tell us more about your experience in the field.
3. You have probably checked something about our company. What would you improve on our online presence?
4. What is your knowledge of SEO?
5. Do you have any experience with PPC campaigns?
6. What social media do you consider most important for a company like ours and why?
7. Do you know any programming languages?
8. What software programs and tools do you use to help you manage the social profiles effectively?
9. What will be the first thing you will do if we hire you for this position?
10. Where do you see yourself in five years from now?
11. Imagine that a client asked you to improve the conversion rate of their website. What steps would you take?
12. Can you handle criticism?
13. Do you think that public relations play any role in digital marketing?
14. What would motivate you the most in this job?
15. Why should we hire you, and not one of many other applicants for this job?

Source and answers: <https://interviewpenguin.com/digital-marketing-manager-interview/>