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Brand Ambassador Interview Questions

1. How would you define your online presence, your personal brand?
2. In your opinion, what are the most fitting online channels to connect with our target audience?
3. What is your availability to travel and represent our brand on various events?
4. Tell us about a time you convinced someone to buy something, someone who was hesitant or even didn't want to buy the product before talking to you.
5. How do you plan to monitor and evaluate the results of your work as a Brand Ambassador?
6. How do you deal with negative comments on your social media profiles, or profiles you manage?
7. What would you do to attract potential customers during a promotional event where also other brands and their ambassadors are present?
8. How would you define our USP? In which way do we stand out from our competitors?
9. Tell us about the most successful and least successful promotional campaign you've ever run on social media.
10. Where do you see the social media marketing heading in the future? What will be the no. 1 platform in five years from now?
11. Tell me about a time when you showed initiative at work.
12. Do you prefer to work independently, or on a team?
13. What are your salary expectations? What payment model do you prefer?

Source & answers to the questions: <https://interviewpenguin.com/brand-ambassador-interview-questions/>