

Marketing Interviewing Strategies

How to Show Employers You Understand the “Big Picture”

Hiring managers (especially executives of the company) like when applicants relate how the marketing activities they were involved in enhanced the competitiveness of the business. Examples could be:

- You made sure you knew how each segment of the business worked, where the competitive advantages were and that there was open communication between the marketing team and other divisions
- Prioritized communicating directly with management so they knew how we were incorporating their strategies into the marketing plan
- Understood how the sales team communicated the product / service and made sure you were acting as an extension of their message
- A main focus of yours was to formulate and carry out strategies that increased user engagement and loyalty
- Part of your success was your ability to translate analytics and be able to use those numbers in order to formulate strategies to improve conversion rates and user engagement
- Made sure that you were increasing the value of the company through marketing initiatives that were directly tied to revenue increasing activities

