

Online Advertising Interview Questions And Answers Guide.



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Online Advertising Job Interview Preparation Guide.

Question # 1

What is inbound Marketing?

Answer:-

Inbound marketing refers to invoke audience response and attract traffic/ leads to increase the inbound traffic volume (hence the name), through various promotional activities like social media marketing, content marketing using e-newsletter/ webinars/ e-books and SEO etc. This helps the audience to learn about a company, its product and services offerings and eventually to establish a connect.

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Question # 2

What is Responsive Web Design (RWD)?

Answer:-

A website design that adjusts its layout as per the view-port size and the orientation of the device. The content presented on big screens and small screens are the same but with a different layout to provide an optimal experience on that particular screen size on which the website is being viewed.

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Question # 3

Do you know what is Google AdWords Remarketing?

Answer:-

Google AdWords Remarketing is a targeted marketing strategy which helps marketers to reach people who previously visited their website but didn't make a purchase. This type of marketing helps in targeting right people with the right ad, at the right time.

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Question # 4

Explain me how will you rate yourself on the scale of 1 to 10, based on your Digital Marketing knowledge?

Answer:-

Neither underestimate yourself nor overestimate.

By asking this question, the interviewer wants to know if you know your strengths and weaknesses. Analyze what all skills and knowledge you have and how much more is to be learned.

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Question # 5

Please explain what Is Advertising?

Answer:-

Advertising is defined as a paid form of communication that reaches the target audience through mass media to provide product/service and brand related information.

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Question # 6

Tell me how Would You Choose The Best Media To Promote Your Advertisement?

Answer:-

It depends on the following factors:

- * Reach
- * Geographical spread
- * Nature of target audience/clusters
- * Previous successful track records
- * Low budget; high returns etc.



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Question # 7

Can you state The Difference Between Advertisement And Publicity?

Answer:-

- * Advertisement is paid whereas publicity is not paid.
- * Ads create short-term push whereas publicity is more long-lived effecting the brand image.
- * Normally publicity is a one-way (irreversible) process.

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Question # 8

Tell us what Is The Difference Between Marketing And Advertising?

Answer:-

Advertising is paid, public, non-personal announcement of a persuasive message by an identified sponsor the non-personal presentation or promotion by a firm of its products to its existing and potential customers.
Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

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Question # 9

Tell us how Does One Come Up With Professionally Made Marketing Materials?

Answer:-

Have a clear vision of your target market and carefully assess the products you are offering. The advertising materials have to communicate effectively who you are and what you offer.

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Question # 10

Please explain what Is A Press Release?

Answer:-

Press release also known as a news release is a written or recorded communication for news media for announcing something claimed as having news value.

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Question # 11

Tell me what Kinds Of Penalties Are Involved Against A Company That Runs A Deceptive Ad?

Answer:-

Penalties are considered on the nature of violation the company has done by using a deceptive ad. Usually penalties could be as follow:

- * 1. Civil penalties
- * 2. Cease and desist orders
- * 3. Consumer redress
- * 4. Monetary compensation

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Question # 12

Do you know how Disclaimer And Disclosure Does Work Online?

Answer:-

Regardless of the means of the advertisement whether printing ads or mail or online the policy of disclaimer and disclosure remains same. It must be clear and conspicuous through online advertising special guidance, which has to be followed as also few issues like pop up windows, hyperlinks, scrolling and banner ads should be looked.

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Question # 13

Explain me how would you define Digital Marketing?

Answer:-

Digital Marketing is about a brand's marketing initiatives executed across digital platforms. Digital Marketing is the process of reaching out to and engaging with your customers or users through digital media. Notice the highlights here - reaching out to, and engaging with. Traditional marketing channels definitely helped immensely in reaching out to the audience but engagement and interaction were largely missing, making it a one-sided communication. As a marketer you would agree that effective marketing communication is all about two-way communication, or about having a meaningful dialogue with customers. This is where traditional marketing channels lose and Digital Marketing scores.

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Question # 14

Tell me what do you mean by a responsive website?

Answer:-



Responsive Website refers to a site created using Responsive Web Design (RWD). It is a fast website that responds very well to user interactions by being compatible with multiple devices and browsers.

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Question # 15

Tell us do you know some useful Digital Marketing tools?

Answer:-

Here are some top Digital Marketing Tools:

- * Keyword Discovery
- * RankWatch
- * Moz
- * Alexa Ranking
- * Google Analytics
- * Crazy Egg Heatmaps
- * Favicon Generator
- * XML Sitemap Generator
- * SubmitExpress Link Popularity
- * Digital Point Keyword Tracker
- * Google Trends
- * Google Keyword Planner
- * Kissmetrics
- * SEMrush
- * Ahrefs
- * Buzzsumo
- * Adexpresso
- * Buffer App
- * MailChimp
- * Unbounce
- * Hasoffers

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Question # 16

Tell us do you think that Digital Marketing will completely replace traditional marketing practices in near future?

Answer:-

This is a popular trap question often asked to Digital Marketers, that too not just in interviews. How you answer this question would reveal the level of your professional knowledge about the field. Hence, prepare your answer with your personal opinions too and don't just go with what you heard.

One thing that can safely be said is that it looks highly unlikely that Digital Marketing will completely replace traditional marketing in near future. Rather marketers are integrating both the platforms to optimize their marketing plans and for optimum RoI. Instead of replacing each other, both Digital Marketing and traditional marketing are becoming complementary to each other.

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Question # 17

Tell us how would you approach budgeting for marketing expenses?

Answer:-

Don't be afraid of talking about the budget distribution planning and the expected RoI figures. Running a marketing campaign mimics the running of a business. There are huge financial implications involved and you should be comfortable with managing marketing budgets.

Keep some examples from your past work handy to demonstrate how you've done it already and effectively.

Many marketers fidget while talking about financial planning. Knowing your finances and to confidently talk about it would make you stand apart as a digital marketing leader, who can function and deliver independently and whose domain expertise the company can rely upon.

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Question # 18

Tell me how will your experience benefit our Digital Marketing business?

Answer:-

All you must talk about is the personal experience, your past, and how your skills will benefit the business overall. Talk about your Digital Marketing story that helped you learn a lot of things and how this knowledge could help the business.

Focus on your unique abilities. Talk about how you are different from the rest of the applicants. In crux, talk in terms of skills, knowledge, and experience you have got so far.

The question that you should really be answering is what value will you contribute as part of the team.

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Question # 19

Tell me what Would You Do If You Run Out Of Ideas For A New Ad?

Answer:-

I would do the following if I run out of ideas for a new ad:

- * Word of mouth marketing
- * Direct marketing
- * Public opinions survey
- * Trade show/exhibition promotion etc.

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Question # 20

Do you know what Is The "google Click Fraud"?

Answer:-

Click fraud is a type of internet crime that occurs in pay per click online advertising when a person, automated script, or computer program imitates a legitimate user of a web browser clicking on an ad, for generating a charge per click without having actual interest in the target of the ad's link. Click fraud is the subject of some controversy and increasing litigation due to the advertising networks being a key beneficiary of the fraud whether they like it or not.

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Question # 21

Tell us what Is The Main Cause For Advertisement To Be Deceptive?

Answer:-

An ad is deceptive when it omits any information or contains any wrong statement. As it is likely to mislead the customers who will be reacting reasonably under various circumstances and which will help the customer to analyze and decide whether to buy or use the product.

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Question # 22

Explain me why Has Online Marketing Defeated its Traditional Counterpart?

Answer:-

For an experienced digital marketer, this is a softball question. Point out that online marketing is a far more targeted method and your ability to use social media, blogs, LinkedIn, Pay-Per-Click, and other avenues ensure you can advertise and promote brands quickly and easily.

With the aid of tools such as Google Analytics, it is a simple task to track the performance of a marketing campaign and make changes if necessary. Above all, online marketing allows you to reach more potential customers at a significantly lower cost.

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Question # 23

Explain me why is online marketing increasingly preferred over offline marketing?

Answer:-

Most of the people have started opting for Digital Marketing nowadays because of various benefits:

- * The online tools for marketing are SEO, Hosting, and Web Development.
- * The number of leads generated are extraordinary compared to the very expensive offline marketing initiatives.
- * One can reach a huge and diverse audience online and can even set a worldwide target.
- * It's not only possible but also super-easy to make corrections in live campaigns in Digital Marketing in real-time. Optimization-on-the-go is finally a reality, thanks to Digital Marketing.
- * There are essentially no geographical boundaries when it comes to using online marketing platforms.
- * Digital Marketing feeds and thrives on consumer behavior analytics. Never before brands had so much meaningful and action-able data available to them for drawing real insights to base their marketing budget on.
- * Everything is measurable and track-able in Digital Marketing. Marketers are able to measure and improve upon Return-on-Investment.

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Question # 24

As you know we wish to engage more of our target audience through Facebook (or any social media platform). How would you go about that?

Answer:-

Now that's an important and straight-forward question. The interviewer wants to test if you have mugged up your answers or you actually know about their target audience and can think strategically on your feet.

You should not be talking about the tactical approach to marketing decisions, rather take the time to step back and analyze the situation, explain your considerations and reservations before jumping to a solution. Ask the interviewer few strategic questions like 'what specifically are you trying to achieve?'. This would help you to understand and answer the question efficiently. Asking some right questions here is the best answer you can present.

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Question # 25

Explain me what Are The Various Media Available For Advertising Today? Which Of Them Is Most Successful In Your Opinion And Why?

Answer:-

- * Media Advertising (TV, radio, newspapers, magazines)
- * Direct Response Advertising
- * Interactive (on-line) Advertising & Web Sites
- * Outdoor Advertising (billboards, posters, cinema)
- * Point-of-Purchase Advertising
- * Trade Promotions
- * Consumer Promotions
- * Sponsorship of Event Marketing
- * Publicity or Public Relations
- * Media Advertising (TV, radio, newspaper, magazines)
- * Trade Journal Advertising
- * Interactive (on-line) Advertising & Web Sites
- * Directories
- * Direct Mail
- * Brochures & Sales Literature
- * Audio-Visual Presentation Tapes
- * Giveaways
- * Sponsorship or Event Marketing



- * Exhibitions, Trade Shows, Conventions
- * Publicity or Public Relations.

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Question # 26

Tell us how Effective Is Online Advertising? Which Type Of Products Should Be Advertised Online?

Answer:-

Today, internet plays a pivotal role in both B2B and B2C space. Internet advertising helps the company to reach a large target audience in a small budget and also is easily measurable. It's highly effective in creating and increasing brand awareness on a whole for any product/service. The following are the various ways to measure the effectiveness of online advertising:

Online

- * Downloading of brochures/contact forms
- * Completing a transaction on Shopping cart section of the website
- * Subscription to newsletter/webinars
- * Online enquiry about the product/service through company's email address
- * Google analytics
- * Web analytics.

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Question # 27

As you know in Marketing, How Does Communication Work To The Customer? Can You Describe Briefly The Various Modes Of Communication Of A Leading Consumer Finance Company?

Answer:-

The various modes of communication of a leading consumer finance company can be

- * Advertising
- * Sales promotion
- * Public relation or publicity
- * Personal selling
- * direct marketing.

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Question # 28

Tell us what Are The Major Steps In Developing An Effective Marketing Program? Can You Develop A Communication Program For A Television Company For The Indian Market? How Effective Are Road Shows?

Answer:-

An effective marketing program should be developed with an appropriate mix of advertising, sales promotions, public relation, personal selling and direct marketing based on the resources of the company and the marketing objective.

Road shows are effective for products that are new models and consumers need to be taught as to how to use them. Television in India is a matured product. Features of TV are not new to the consumers. Hence road-shows for TVs may not be a good idea.

If the advertisements are rational highlighting only one or two features to position the TV or to strike a cord with the consumer - it is an effective marketing program.

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Question # 29

Explain me what Are The Advantages Of Franchising A Restaurant?

Answer:-

The advantages of franchising are-

- * If you get the right franchise in the right place, it can be a lucrative opportunity.
- * You do not have to come up with your own brand name and establish yourself from scratch. In most cases, you are relying on the franchise name to have a certain amount of awareness and a quality product that people know and want in your area.
- * There is help, training available to get you up, and running. Most franchises will train you to make their product and teach you how to run one of their units.
- * There is marketing support already in place. You will have to pay for it, but with the big name franchises, there is advertising and promotional support.

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Question # 30

Tell us which Ever Company Has Offered A Money Back Guarantee, Very Few People In The Market Claim Back. Should We Still Have The Proof To Support Company's Advertising Claims?

Answer:-

Yes, Company should have the records and the proofs to support their company's advertising claims, as it is not a substitute for substantiation.

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Question # 31

Explain me when A Company Distributes The Catalog Of Products Manufactured By Other Companies, What Will Be The Main Responsibility To Ensure The Accuracy Of The Content Mentioned In The Catalog?

Answer:-

Usually people tend to repeat what other companies say about their product, which also includes the companies, which has online catalog. One should have the proper material back up the claims. Hence once should ensure that the company ad catalog is not a duplicate of the other company's ad and the same content is not mentioned.

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Question # 32

Explain me are you aware about AMP?

Answer:-

AMP : Accelerated Mobile Pages

The AMP Project was announced by Google in October, 2015 and was being rolled out through 2016. On the homepage of official website of AMP Project, it is defined as following:

"The AMP Project is an open-source initiative aiming to make the web better for all. The project enables the creation of websites and ads that are consistently fast, beautiful and high-performing across devices and distribution platforms."

Search Engine Land has covered The AMP Project extensively right from the beginning:

"Accelerated Mobile Pages (AMP) by Google is a very accessible framework for creating fast-loading mobile web pages. The open-source initiative is designed to enable publishers to easily improve speed (and consequently, the user experience) for their mobile readership without sacrificing any ad revenue that they may rely upon."

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Question # 33

Do you know the number of likes/follows vs engagement numbers. Which one is important?

Answer:-

Now, that's a tricky one! If you are not exploring and curious enough, you would never know social media is not all about the number of likes and follows. If those likes and follows don't convert into sales or boost your business, what's the point? Therefore, engagement is better than likes or follows. Any day. Talk about business-oriented metrics.

Another way to look at it is from the objective of individual activity. If the objective was to get more likes/follows then scoring on those metrics would be better any day. If the objective was to encourage engagement then those are the metrics one should measure.

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Question # 34

Tell us what Are The Various Ways To Measure The Effectiveness Of An Advertising Campaign?

Answer:-

The main purpose in measuring the effectiveness of any advertising campaigns is to evaluate its effect on the sales and also brand recall factor. The mathematical equation for measuring the effectiveness of an advertising campaign is:

Advertising campaign effectiveness = Revenue + Return on investment (ROI)

There are various ways to measure the effectiveness of advertising campaigns:

- * Conducting a survey after the campaign ends
- * Proportionate increase in the sales of that particular product/service
- * More customers calling to a toll-free and prescribed lines
- * Redemption of coupons and vouchers
- * Increased footfalls in the store to purchase product/service
- * Increased click on the company's website.

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Question # 35

Explain me what Proportion Will You Adopt While Making Allotments To Advertisements And Promotions From The Total Budget For Marketing?

Answer:-

The five specific factors which affect advertising budget allotment are: stage in plc; market share and customer base; competition and clutter; advertising frequency and product substitutability. Media categories can be chosen using the following variables: target audience media habits, product features messages and costs.

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Question # 36

Tell us has Google Ever Incorporated In-game Advertising Into Its Ads Services Before Approaching Adscape Media?

Answer:-

No. Google has not done that before.

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Question # 37

Explain me what Is The Truth Involved In Advertising Rules Which Applies To Advertisers?

Answer:-

- * 1. Advertisers should always ensure the following is kept in mind before advertising.
- * 2. Advertising must always be highly truthful non-deceptive.
- * 3. Ads should be a fair deal.
- * 4. Advertisers should always keep backups on the claims and have evidence for their advertising.

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Question # 38

Tell us what Are The Evidences One Should Hold For The Claims They Get On The Ads They Put Up?

Answer:-

Whenever company runs an ad it should have a reasonable basis for the claims they get, which is the evidences for the claims that they receive. These claims must be healthy and safe claims and which has a competent and scientific evidences that is evaluated by qualified people and can be reviewed, modified, and can make additions to it.



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Question # 39

Tell me are There Any Limits On Ads For Alcoholic Beverages Can Run And How They Can Exhibit?

Answer:-

The ads shown for alcoholic beverages should be very truthful to the best of the knowledge unlike other ads. In addition to these alcohol ads, contents or placement may not be directed to underage customers. Few broadcasters place additional restrictions as to when and where these alcohol ads should run.

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Question # 40

Explain me what Is The Purpose Of Vrrp?

Answer:-

Virtual Router Redundancy Protocol (VRRP) is a non-proprietary redundancy protocol described in RFC 3768 designed to increase the availability of the default gateway servicing hosts on the same subnet. This increased reliability is achieved by advertising a "virtual router" (an abstract representation of master and backup routers acting as a group) as a default gateway to the host(s) instead of one physical router. Two or more physical routers are then configured to stand for the virtual router, with only one doing the actual routing at any given time.

If the current physical router that is routing the data on behalf of the virtual router fails, an arrangement is made for another physical router to automatically replace it. The physical router that is currently forwarding data on behalf of the virtual router is called the master router. Physical routers standing by to take over from the master router in case something goes wrong are called backup routers.

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Question # 41

Tell us what Do You Mean By Reach And Frequency? Do You Think These Factors Are Inversely Proportional In A Given Budget? Why?

Answer:-

The number of different persons or households exposed to a particular media, schedule at least once during a specified time period - is called reach. Whereas. The number of times within the specified time period that an average person or household is exposed to the message - is called frequency. They are not inversely proportional. One can choose different channels to use different segment's using appropriate frequency. However, within a segment the rule seems to be applied.

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Question # 42

Explain me what Factors Would You Consider To Decide The Target Audience Of Your Ad?

Answer:-

The following are the factors to be considered before deciding the target audience for any advertisements:

- * Age
- * Working class(professionals)
- * Non - working class(Retired/Home makers)
- * Socio economic status
- * Region specific
- * Religion/community etc.

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Question # 43

Tell us how Can You Launch A Marketing Campaign On A Shoestring Budget?

Answer:-

Word-of-mouth is the key.

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Question # 44

Explain me what Is A News Article?

Answer:-

A news article is a gathering of facts written by journalist published in the news or the print media.

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Question # 45

Explain me as A Marketing Manager Of An Insurance Company. How Do You Go About Designing An Effective Communication Program For Your Company?

Answer:-

Insurance is a pure service. The intangibility of the service makes it difficult for people to appreciate its worth. The advertisement campaign should therefore be straight forward and simple. The message can be benefit-based visual picturization. A comfortable, though bereaved family, old couple (happy), children's education / marriage etc.

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Question # 46

Tell me is there anything we are doing wrong right now? How would you change it?

Answer:-



Here comes the question which demands you to know a lot about the company for which you have applied. Therefore, it is always better to do your research and go through the company's website, check their social media profiles, get a clear idea about their clients and then you will easily know what is wrong with company's current strategy. However, just because you spotted some shortcomings, don't just jump on the opportunity to point it out. It is perfect to point out their mistake but never end your answer without a proper explanation of why you think it is a problem and what could be the possible solutions to fix those issues.

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Question # 47

Tell us what is the most effective way to increase traffic to a website?

Answer:-

To effectively increase traffic to a website, one should focus on building referral links and to invest in consistent SEO management. It will not only help one gain visitors but will also help in building brand recognition. However, the most important factor is to focus on User Retention by providing a good User Experience. For instance, getting a Moz link and receiving 10k visitors on the website is quite a good result. Though you must note that the conversion rate will be relatively low. However, the converted leads are certain to land on the website multiple times. But if you focus on creating a good user experience and in turn on retaining users, you will experience an increased conversion rate gained from those thousands of visits in a couple of months. By focusing on engaging the user, you can build a platform on which people will keep coming back.

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Question # 48

Please explain is Advertising The Only Way To Entice A Target Market Towards Product?

Answer:-

Advertising is not the only way to entice customers to buy the product. Advertising itself can't sell products or services. It is one of the elements in the marketing mix of product, price, place and promotion. And the four elements of the marketing mix when focused on consumer satisfaction results in attracting the target consumer to the product or service. Advertising is an effective tool to communicate, convince and induce purchaser behavior of consumers when all the other elements are aligned to consumers tastes and interests.

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Question # 49

Tell me in what ways can you categorize the term Digital Marketing?

Answer:-

This is one of the most commonly asked questions in a Digital Marketing interview. This is also one of those trap questions that could give away the level of your understanding of basics. Even though there are many ways to categorize Digital Marketing, owing to the dynamism and vastness of available options, the term Digital Marketing is generally categorized into two major segments from the point of view of traffic and lead generation.

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Question # 50

Explain me what are the limitations of Online Marketing?

Answer:-

Some of the limitations of Digital Marketing are:

- * Intense Competition : since online marketing is easily accessible, cost-effective and more accountable by design, it has become a preferred method for most brands. It's an uphill task to stand out and get noticed amongst such intense competition.
- * It can get overwhelming : there is so much information, so much data, onslaught of tools for everything, too many options that it's easy to get overwhelmed and become confused. It takes practice and experience to get your head around it.
- * Analytics is only as good its user : sure, there's analytics for every thing but you can't do anything with plain data unless you know how to read it and how to make good use of it. It can easily become misleading and you can get stuck in chasing vain metrics and burning marketing cash at the wrong places.

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Question # 51

Explain me what Qualities Does A Person Need To Be Successful In The Field Of Advertising?

Answer:-

The following are the qualities required to be successful in the field of advertising:

- * Creativity
- * Strategic focus
- * Knowledge and expertise in the field of advertising
- * Holding a relevant qualification in the field of advertising
- * Market research orientation
- * People skills etc.

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Question # 52

Explain me how Would You Involve In Yourself In A Book Club?

Answer:-

Get together in a core group - It is much easier to get involved in a book club with two or three people who already have some connection. Sometimes you might find people to joining book club right away.

Set a regular meeting time - As you can imagine, it is often difficult to coordinate that many schedules. Go ahead and set a regular meeting time and date for your book club with your core group. By setting the time, you avoid playing favorites when working around schedules and are up front about what commitment is required.

Look for Advertisement a book clubs- The best advertising is often word of mouth. You could also look for a book club in other print media.

Learning about Establish ground rules - Get together with your potential book club members and learn about ground rules should include how books are chosen, who



hosts, who leads discussions, and what kind of commitment is expected. If you did not set the meeting time with your core group, do that now.

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Question # 53

Please explain what Do You Know About Internet Advertising?

Answer:-

Today Internet is one of the easiest means to advertise which in turn helps marketers to consume. There are certain rules, which have to be followed and applied as similar to other forms of advertising. Those rules will help business and consumers to maintain the internet credibility, which is a highly effective advertising medium.

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Question # 54

Tell us how Would You Design And Promote An Advertising Campaign?

Answer:-

An advertisement campaign must comprise of the following:

- * A solid marketing plan
- * Advertising budget
- * Media buying and planning
- * Choosing the right target audience
- * Selection of relevant advertising medium
- * Consistency in campaign theme and
- * Frequency.

[Read More Answers.](#)

Question # 55

Explain me how do you stay updated with news and latest Digital Marketing trends?

Answer:-

This question is asked quite often. Since Digital Marketing is a dynamic field, it is important to stay updated with the blogs, books, webinars, and podcasts to go for. Some of the popular resources to stay updated on Digital Marketing are websites like Mashable, blog by WordStream, Social Media Examiner, The Neil Patel Blog etc.

You must already be aware of these sources and if you're not, spend some time on these and be aware of what these are. So that you don't end up saying something that you are fully aware of, as a follow-up question can get you in trouble.

[Read More Answers.](#)

Question # 56

Tell us do you know the difference between branding and direct marketing?

Answer:-

* In branding:

An advertiser needs to expose his brand on applications and sites with mass reach. The most popular methods are custom ads, YouTube ads, remarketing, and display ads target.

* In direct marketing:

The advertiser is interested in communicating with the target audience. The most common campaigns are dynamic search ads, shopping ads, Search Network Only etc.

[Read More Answers.](#)

Question # 57

Explain what Do You If You Run Out Of Ideas For New Ad?

Answer:-

One should always be creative when you are in advertising field. When you are running out of ideas refer internet, forums, open source ad sense, and blogs, advanced search engine options, use various communication groups, and approach them for to get ideas.

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Question # 58

Tell us what attracted you to Digital Marketing industry?

Answer:-

Be honest here.

Answer why you applied for this job in the first place? Did the industry's reputation attract you? Or the high-paying jobs in Digital Marketing industry? Talk about the potential that you see in Digital Marketing in both near and long-term future. This would also help you showcase that you're well read and updated about your chosen field.

By asking this question, the interviewer wants to know your commitment to the industry and see what makes you the best pick among all the candidates available. Therefore, it is important that you show full commitment and enthusiasm for the industry.

[Read More Answers.](#)

Question # 59

Tell us in Advertising When Is Pricing Used To Influence The Customer?

Answer:-



In advertising, pricing influences consumer behavior leading to purchase and non-purchase. The factors, which affect these relationships are: unique value effects, substitute effect, shared-cost effect.

[Read More Answers.](#)

Question # 60

Tell us how Important Disclaimer Or Disclosure Does Should Be In Ads?

Answer:-

The information should be presented very clearly and conspicuously so that the same will be noticed by the customer and understand the same. A very neat fine print is very important on the bottom of the print ad.

[Read More Answers.](#)

Question # 61

Explain me how would you setup, track, and analyze if a campaign was a success?

Answer:-

Talk about the driving goal of the campaign which could vary from increasing brand awareness, generating leads, or boost social media followers. According to the objective of the campaign, a strategic plan would be laid out.

You must also talk about tracking the progress of the campaign via Google Analytics or any other reputed monitoring tool to stay updated with the campaign's progress. Explain how you are going to go about it. It is important that you mention visions which can be acted upon.

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Question # 62

Do you know what Is Photo Editing?

Answer:-

The photographs affecting negatively to the public sentiment and psychology should be avoided. Thus before publishing a photograph in any media it needs to be edited, whether the photo has some message to public and should consider the public interest.

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Question # 63

Tell us what Do You Understand By Advertising?

Answer:-

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

[Read More Answers.](#)

Question # 64

Explain me what Is Different Between Advertisements And Sales?

Answer:-

Advertisement-means creating awareness about the product to the world

Sales-means make available that product in the market for using it by the consumers for an exchange of monetary value.

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Question # 65

What is Unfair Ad?

Answer:-

Unfair advertising is very dangerous to consumers that involve legal binding. When there is an occurrence of public policy and consumer rights violation in an advertising message, then it is coined as "Unfair advertising".

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Question # 66

What is outbound Marketing?

Answer:-

Outbound Marketing is the more traditional way of marketing in which the company consistently reaches out to its target audience with its promotional messaging. This aspect includes reaching out to potential clients via digital platforms like by running ad campaigns, emails, and calls etc.

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Question # 67

Tell me what Do You Understand By Surrogate Advertising?

Answer:-

Surrogate advertising is an indirect form of advertising, which is used in situations where advertising will be legally banned.

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Question # 68

Tell us how Can You Use Word-of-mouth As A Marketing Tool?



Answer:-

You can generate it by offering a new, good quality and unique product or service that is reasonably priced.

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Question # 69

Explain me what Makes An Advertisement Unfair?

Answer:-

If it is likely to cause a substantial injury to the customer, which consumer cannot avoid. If it not beneficial to the customer

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Question # 70

What is Deceptive Ad?

Answer:-

Deceptive advertising is also known as "False Advertising". It is one form of advertising that will equip consumers with false and misleading information.

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