

# Harris CMO Partners

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DEMAND GEN FOR B2B

## Top Telephone Screen Questions

### Marketing Candidates

#### Overview

Interviewing candidates for a new position must yield answers to the following:

1. Can they do the job?
2. Will they do the job?
3. Will they fit in with my team?

Use the telephone interview to assess #1 and #2. Use the onsite interviews to assess #3. The following questions are intended to guide a telephone interview. A qualified marketer who can probe answers and ask for clarity when needed best conducts telephone interviews.

#### General Marketing Understanding

1. Tell me how you became interested in marketing and how you got started.
2. What do you believe are the top three marketing challenges today?
3. How would you go about producing a marketing plan that you know the company CEO will read?
4. How would you go about prioritizing marketing opportunities for our company?
5. In general what percent of a company's marketing budget do you believe should be allocated toward traditional versus digital marketing?
6. Do you believe traditional marketing is still effective? Explain.
7. It takes a lot to run marketing at this company. What marketing controls would you put in place?

#### Marketing Technology Understanding

How current is the candidate? This is critical since there's a lot of confusion in the marketplace about what's working and what's not working. Your candidate must give solid answers to these questions.

1. Which are the top five social media platforms today?
2. What is the difference between paid, earned and owned media?
3. How often does Google change its search algorithms?
4. What sales and marketing automation tools have you used?
5. What are the most important factors search engines use in organically ranking a site?
6. What's the most effective content creation you've done? Can you provide some samples?
7. What is your greatest digital marketing success?

## **Marketing ROI**

How well developed are the candidate's marketing measurement skills?

1. What is CAC - Customer Acquisition Cost?
2. What is MOC - Marketing Originated Customer?
3. How have you measured lead qualification in the past?
4. How have you or your company tracked Open Opportunity Pipeline in the past?
5. Do you have experience with marketing forecasting?

For information go to <http://harriscmopartners.com>.