Internet Media Planner Interview Questions

1. Describe an experience in which you successfully conducted financial modeling for an online marketing program or Web site revenue forecasting.

2. What methods do you use to keep abreast of government regulations and emerging Web technology? Share an experience.

3. Share an experience in which you resolved a difficult product availability problem.

4. Describe an effective online customer service process you implemented. How did you ensure positive and consistent user experiences?

5. What factors do you consider when evaluating hardware and/or software for implementing online marketing campaigns?

6. Share an experience in which you identified a successful method for interfacing Web application technologies with enterprise resource planning or other system software.

7. Share an experience in which your market research analysis helped your company define product requirements.

8. Tell me about a negotiation of a contract you made which you were happy with. How about one you were unhappy with?

9. Describe an effective online transactional or security policy which you developed.

10. Share an experience in which you proposed an online or multiple-sales-channel campaign to a marketing executive with good results.

11. Describe an effective electronic commerce design or prototype you prepared, using graphics design software.

12. Share an experience in which your participation in the development of online marketing strategy benefited your company.

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13. Tell me about a commercial or technical specification you developed which successfully promoted transactional web site functionality.
14. Describe an effective transactional Web application you developed using Web programming software and/or knowledge of programming languages.
15. Provide an effective method you have used to ensure that product catalogs are current and/or accurate.
16. Share an experience in which you effectively identified electronic commerce trends, market opportunities, or competitor performance.
17. Share an effective method you have used to place sales-oriented hyperlinks in high-traffic locations. How do you identify relevant, high-traffic locations?
18. Provide an experience in which your collaboration with other marketing staff helped you to integrate new marketing strategies. How did your collaboration benefit your company?
19. Describe an experience in which your analysis of search engine patterns helped you optimize web site exposure.
20. Describe a successful online marketing initiative which you conducted. What mehtods made it successful?
21. Share an effective method you have used to collect and analyze sales data. How has the use of web traffic metrics helped you?
22. Share an experience in which collaborating with a web, multimedia, or art design staff helped you to create a web site that conformed to company visual format.