

STAGE 1 SELECTION: VIDEO INTERVIEW

Dear Applicant,

You are now required to complete the first stage video interview for the position of **DIGITAL MARKETER**. Please note that this video interview will be used to shortlist you for final interview with our client.

In this stage, you will be required to upload a video answering **the interview questions** below

Kindly follow this step:

1. View interview questions and given answers while recording yourself on a youtube video.
2. Answer questions using examples and scenarios for your previous work experience to support your response.
3. Create video and post video link when you submit resume on this website and in you cover letter when you click the apply button.

Steps to Create the Video

1. Visit www.youtube.com to create a youtube account
2. Click on the video record icon
3. Select Record, NOT go live
4. Record video of yourself while answering interview questions
5. Give it a title
6. Description: for the purpose of interview
7. Privacy: leave as default unlisted
8. Click on the blue arrow to upload
9. Wait to upload
10. Click on share
11. Get the link
12. Send the link

The video should be done in a quiet environment and should be less than 5 minutes. Your creativity and concision will be a plus.

YOUR INTERVIEW QUESTIONS

Explain through your past experience, how you plan and execute all digital marketing, including marketing database, email, social media and display advertising campaigns?

Show through evidence your design work, and built/maintained social media presence.

Explain through your past experience, how you Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)?

Explain in detail how you can identify trends, insights and optimize spend/performance based on the insights?

Explain how you can brainstorm new and creative growth strategies.

Explain through your past experience, how you plan, execute, and measure experiments and conversion tests?

Explain through your past experience, how you collaborate with internal teams to create landing pages and optimize users experience?

Explain through your past experience, how you utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points?

In your previous place of work, how did you collaborate with agencies and other vendor partners in your past place of work?

Explain how you can provide leadership and perspective for adoption where appropriate?

Why did you leave your last place of work?

How much were you earning?

Why should you be taken for this role?

DO NOT TRY TO UPLOAD ON OUR SITE, ONLY POST VIDEO LINK. DON'T FORGET CLICK APPLY AND POST YOUR VIDEO IN RESUME SECTION AND WITHIN APPLICATION COVER LETTER

We wish you all the best