

Social Media Marketing

Interview Questions and Answers

Q1. What is Social Media Marketing?

Ans: Social media marketing is a process of attaining attention, build your brand, increase website traffic and sales through social media websites. Brands and individuals simply achieve this by publishing engaging content on their social media channels, engaging with their followers, and running social media campaigns.

There are thousands of social media websites are available as we speak. Most important social media channels based on user base are Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest.

The five pillars of social media marketing are

- Strategy
- Planning and publishing
- Engagement
- Analytics
- Advertising

Q2. What are all the social media platforms I should use for my business?

Ans: The answer to this social media marketing interview question is totally dependent on the type of the company you are interviewing for. Whether if it's an eCommerce, Local, B2C or B2B company. So, before attending the interview, prepare yourself for the answer.

Q3. What is the impact of social media on marketing?

Ans: First of all, the consumption of social media is so high and people use multiple social media platforms in a given day. So, it is important for brands to use social media marketing as one of their primary marketing strategy to reach their targeted customers, converting them into users, keep existing customers brand loyal, solve their problems with the product, answer their queries, and more.

That's one of the reason, social media marketing is one of the areas where companies are investing now. Social media marketing reaches and connects with targeted audiences which were never possible before. Also, social media increases social traffic to your website. It plays a part in improving your SEO ranking, brand authority, helps you understand the behaviour of your customers, builds relationship with them, improves sales and leads, make you an authority in your market, and if you want one more reason, your competitors are already spending a good amount of money trying to be the market leader.

Q4. Why social media is so popular?

Ans: Social media is so popular because there are multiple reasons people around the world use social media. Primary reasons are:

It gives the possibility to stay connected with friends and family. It gives the opportunity to find and connect with new people.

Social networking sites are free, and they implement

various algorithms to find the type of content users might like and display similar type of content on their feed section.

People use social media sites like X (Twitter) to stay updated & connect with the brands they like.

People use sites like LinkedIn for professional networking.

Looking at beautiful visuals from people all over the place, share their photos with the help of sites like Instagram

To learn new things, to kill time with the help of video entertainment. According to GlobalWebindex, 54% of social browsers use social media to research products.

Q5. List down some of the popular social media tools.

Ans: Following are the top social media tools to use:

Social Clout: Social clout is a social media analytics tool which helps advertisers to track engagement and ROI.

OptinMonster: OptinMonster lets the advertiser engage with visitors at the perfect moment.

Audiense: Audiense is a social tool let's you find new target audiences and categorize them.

Tweepi: Tweepi helps you find relevant users interested in the topic of yours. You can engage with the users, following them and eventually make them follow you.

Socedo: Socedo finds people who come under your buyer persona radius. After you find your audience, you can segregate them into multiple divisions, so you can promote content accordingly.

Socialbakers: Socialbakers is a set of tools to help you make decisions based on your followers.

It lets you measure the performances against your social competitors.

ZeroFOX: ZeroFOX is a tool that helps companies to be safe against hackers.

Followerwonk: Followerwork helps you optimize your audience. It recommends you the people to follow.

CrowdBooster: This tool gets real-time data. You can then make reports with your KP!.

Q6. How can LinkedIn be used for marketing?

Ans: LinkedIn is one top social media platform to promote oneself or business. It has 310 Monthly Active Users as of now. First of all, the business account needs to be optimized for search. Publishing engaging content on company page regularly can increase the followers. Rich content has proved themselves to be pretty useful and will be helpful in increasing the engagement rate.

Periodically sponsoring your posts will give regular hikes which the page needs. We can use LinkedIn analytics to regularly monitor your performance and improve your strategy. LinkedIn is the #1 channel 828 marketers use to distribute content at 94%.

Q7. How will you boost Tweets or X (Twitter) posts?

Ans: To best practices to boost tweets are:

- Find out the best time to post on Twitter
- Reach out to influencers and connect with them. Try to engage in a cross- promotional activity.
- We can use twitter paid ads to quickly reach out to our targeted audiences.
- Use hashtags properly. Not too much but the right ones to get more reach.
- Schedule your tweets and use calendar to organize everything.
- Use images, links, GIFs to increase retweets.
- Use twitter polls to let users engage with your content.
- Creatively participate in twitter chats to increase your brand awareness.
- Share good content from across the web to increase follower count.
- Use video in the post to improve the reach and engagement rate.

Q8. How social media can benefit a business?

Ans: Social media helps business by building awareness of the business and their products. Social media can be used for customer engagement as customers can communicate directly with brands. Social media organic posts don't cost anything so even smaller companies can afford them. And, social media paid campaigns are relatively cheaper than many other online campaigns. Social media reaches all demographics. According to MarketingSherpa, Online adults aged 18-34 are most likely follow a brand via social networking (95%) Social media users are active and sharing among their friends and family can help you reach more audience. Regularly engaging with your brand, makes you loyal thus it increases brand loyalty and value. Social media humanizes your brand. Apart from all these, it also increases your website traffic, generate leads, boosting sales, helps you reach influencers and improve your visibility, helps you promoting your content, helps you tackle negative comments about your brand, a medium to understand more about the sentiment of your customers, and helps you keep an eye of your competitors.

Q9. How do you measure social media success?

Ans: Option 1

Social media success depends on the goal of the campaign.

- If you would like to get conversion, it is the number of online leads, online purchase, content downloads, registrations for webinars, ebook downloads the campaign got.
- If you would like to get engagement, it is about how many people comment, like, share the posts.
- If you would like to get awareness, number of reach of the post is the primary metric.
- If you would like to get traffic to your website, how many clicks you get to the website is the success factor.

Option 2

The following are the metrics we can track to understand the success of the campaign

- Follower growth
- Likes and reaction to the posts
- Track Mentions
- Reach of your posts
- Comments and replies to the posts
- Sharing numbers of the posts
- Social traffic to the website

Q10. What are best practices on Twitter?

Ans: Following are some of the best practices on Twitter

- Don't keep the tweets too lengthy that users won't even read. Tweets are supposed to be crisp and hitting.
- Don't use too many hashtags. Stick to maximum 2.
- With the help of Analytics, find what kind of tweets work and improve your strategy.
- Twitter advanced search can help you manage your marketing activities.
- With the help of twitter tools, schedule and plan your tweets.
- Use multimedia to create more engagement.
- Find the right time and day to post.
- Engage with your audience.
- Measure results and make decisions based on your experiments.
- Search and add valuable followers.
- Optimize your Twitter profile.
- Use Twitter tools to schedule tweets.

Q11. How to use Social Media to help website blog promotion?

Ans: We can use the following strategies to utilize social media for blog promotion.

- Sharing and promoting content across various platforms such as Pinterest, Tumblr, Facebook, Twitter, etc.
- Create a short video about the blog post and share on video sharing platforms such as YouTube.
- Convert them into infographics and share on sites such as Instagram
- Use different titles and descriptions based on the social media platform.
- Make different boards on Pinterest and promote on Pinterest.
- Use sites such as Slideshare and give a backlink to your blog post.
- Implementing social media sharing buttons on the blog.
- If the blog post mentions a popular celebrity, mentioning him/her might let him/her share the blog post from his/her social account.

Q12. When do you not to engage on social media?

Ans: It is one of the common social media marketing interview questions. Few negative comments are just for attention. You need to know which one really needs attention and which one is not. People do anything to get attention nowadays and we don't need to waste our resource on those kinds of comments.

If you really need to attend some hateful comments, one needs to be polite, not to engage in social media arguments but just to answer their comment as a business with a human touch.

Q13. What is the best time to post on social media?

Ans: It depends upon the social media platforms.

Facebook

The best time to post on Facebook is 9 am to 3 pm on Weekdays. Sunday has the least engagement.

Wednesday has the best day to post on Facebook.

Instagram

The best time to post on Instagram is from Tuesday to Friday from 10am to 3pm. Wednesday has the best day to post on Instagram.

Best time to post on Instagram is Wednesday at 11 am and Friday 10-11 am.

Twitter

The best time to post on Twitter is Wednesday 9 am and Friday 9 am.

Consistent performance is your requirement? Monday to Friday from 8am to 4pm. Saturday gets the worst engagement.

LinkedIn

The best time to post in LinkedIn is Wednesday 9 to 10 am and 12 pm. The best day to post is Wednesday

From Tuesday to Friday from 8 am to 2 pm, good engagement guaranteed.

Q14. What are some general tips for social media success?

Ans: Some general tips for social media success are:

- Find the best platforms for your market and business
- Find and connect with influencers for cross-platform marketing
- Grow your audience by publishing quality content consistently and at the right time.
- Engage with your audience. Connect with them to understand better.
- Set goals at the planning stage and measure results periodically and tweak wherever needed.

Q15. How long will it take to see results from social media marketing?

Ans: It depends on a lot of factors.

It also depends on what results actually means to your business. Engagement and leads might take longer and it's about how good your content and strategy are. If you are looking for shares, fans, comments, other engagements you should see results in a month provided how engaging you and your content is.

It also depends on your budget. If you are ready to spend more money, the results will come way faster.

It also depends on the level of commitment and consistency.

Q16. Why did Google Plus fail?

Ans: Some of the online social media marketing interview questions and answers guides still not updated the answer and they talk about how good Google plus for the business. Google plus has been shut down last year and Google plus didn't take off because Google didn't have a clear strategy when they launched Google plus. They started because they were afraid of Facebook which had been around for a while and was getting popular. But unlike, Facebook Google plus was not simple and clear to the users.

Circles in Google plus was not clear enough like Facebook groups. Its symmetric sharing system was confusing and less transparent to many users. When people started to use smartphones to access the internet, unlike Facebook and Twitter, Google Plus wasn't super mobile-friendly which further stopped it's growth.

Q17. How to improve Facebook organic reach?

Ans: To improve Facebook organic reach, you need to share content which is specially designed to generate shares and attention. Take time and effort to engage with your audience. Increase your organic reach with paid promotion. Use Facebook as a community hub to connect with a lot of people. Collaborate with Facebook influencers so your business will be in the eyes of their followers. Find the right time to post on Facebook to improve your EdgeRank.

Q18. What is Facebook EdgeRank? Why is it important?

Ans: Facebook EdgeRank is an algorithm created by Facebook to determine what users see in their news feed. It gives value to each Facebook post depends on various factors. Facebook EdgeRank helps users to get content they will most likely to like and lets them spend more time and return to Facebook more often.

Through EdgeRank, Facebook decides which publisher's content will appear on your targeted users' newsfeed. To make sure your content reach most of your followers, you have to follow some methods: Post when your target users are online.

Post rich content like Videos, Images and GIFs.

Make them interact with your content (Like, Comment, Share) Post content regularly

Q19. How to improve your Facebook EdgeRank?

Ans: Post rich content: Use photos, videos, GIFs to attract more users. Post regularly:

Affinity is an important factor in EdgeRank

Keep it short: Social media users don't like to read paragraphs on social media. So keep it short and crisp.

Find the right time: Fresh content always get good EdgeRank so find the right time and schedule your post accordingly.

Engagement: If users engage with your content more, they will most likely to see your content again in their news feed, so design your content engagement friendly. Likes, Shares and Comments increase your EdgeRank.

Q20. How social media helps SEO?

Ans: Social media content gets indexed in search engines. Social media profiles rank in search results. Social media channels act as search engines so, people search about a brand/business in social media. So, having a good social media profile is essential to increase brand awareness.

Making your website and blog posts social media sharing-friendly let them reach more people and increase your social traffic. And, more links and more traffics, of course, make search engines notice you, in a good way.

Q21. How do you get more retweets?

Ans: One of the most expected Social media marketing interview questions. We can get more retweets by following few methods like

Tweeting at the right time Asking for retweet,

Tweet links which your followers would like to share with their followers, Retweeting others' tweets, Use hashtags,

Talking in audience language,

Ensuring you leave enough characters so that users would retweet, Using visually appealing images,

Providing useful information like infographics,

Creative or funny content which would make them laugh and then repost, Posting realtime news.

Q22. How do you deal with negative comments or an online reputation crisis?

Ans: here is a list of things I do follow in order to tackle negative comments or an online reputation crisis such

as:

Acting quick - Before the issue becomes big and become viral, respond appropriately and provide or promise a solution to the user or users.

Respond to the posts or comments in a polite way with a relevant and convincing answer.

Not deleting it- Deleting it makes it look like their claim is real and we are afraid of truth going out.

Informing the management - to let them know the situation and let them share any of their ideas

Responding to each complaint - to let the world knows you are not just a business to make money but care about their customers and trying best to give the best service possible.

Making one-page answer to all the questions they have - and promoting the page to rank on organically so when people search about it, they will be taken to the page instead of your social media channels. Even if users directly come to your social media page to ask about the issue, shift them from social media pages to take off the spotlight.

Showing the human side - by personalizing the message, not sounding like a bot, apologizing sincerely, don't over-promise and show your human side.

Q23. Why YouTube is important for marketing?

Ans: As video consumption is increasing day by day, YouTube is the King of the jungle which is actually the second most popular search engine. It gets more than 3 billion video views per day. If you need to promote videos, YouTube is one of the top places you should be looking for.

If your video gets wildly popular, it will be featured on YouTube homepage which will make further improving the reach.

Q24. Is Social Media Marketing Better For B2C Or B2B Businesses?

Ans: Social media is important to all kinds of business. But the end goal and strategy should be different. B2B companies need to use some serious tone and share valuable content which helps users. B2C companies can share some lightweight content, hilarious social media posts to engage with their targeted audience. B2B brands mostly target lead generation while B2C targets awareness, traffic and sales.

Q25. How does customer service fit in social media strategy?

Ans: Social media is generally to connect with friends and family. To find new people and engage with them. So, even when businesses enter into social media, it's primary purpose is customer service as the platform is basically about people and not about brands. When companies have started their social media channels, customer service may not have been an intention.

Now 74% people use social media to connect with the brands when they have doubts, complaints or anything else. Companies with faster and effective responses have an edge when it comes to customer service on social media.

Q26. How about we run a free contest on our FB page where fans like and share our posts to win?

Ans: Facebook doesn't support posts that encourage users to like and share to win something. Because it is like cheating Facebook EdgeRank algorithm to improve its ranking. So, we should not run a free contest on Facebook page where fans like and share posts to win.

Q27. What makes a piece of social media content successful?

Ans: One of the primary reason a content go viral is how much people can relate themselves to the content. For example, a funny or emotional video of brother/sister makes real-life brothers and sister share it with each other. So, the content should be relevant to your target users so they can relate to the content.

It should evoke emotion. It can be awe, wonder, humour or sad. If it evokes emotion, it will go viral more likely.

Positive message content mostly gets shared more than content with negative messages.

Content which shocks people, content which make them look smart if they share, content which defines themselves to others, to grow relationships with others if they share it with them, gets more viral.

People share content when it's from trustworthy source. So, citing trustworthy sources make them believe in the content.

Q28. How LinkedIn should be used to promote business?

Ans: Companies can gain social media advantage through LinkedIn by:

- Participating with relevant groups.
- Creating a group and nurture it.
- Sharing relevant industry and business updates.
- Sharing ideas, tips, tricks to targeted audiences which makes them follow your page and engage regularly.
- Trying showcase pages.
- Using LinkedIn ads to attract more audience.
- Learning from LinkedIn analytics.

Q29. How to use Instagram for social media marketing?

Ans: We can use Instagram for social media marketing by

- Utilizing product teasers that could urge people to purchase.
- Using sponsored ads to reach more targeted audience.
- Finding and connecting with influencers.
- Crafting a consistent brand on Instagram.
- Conducting competitor analysis and find their strengths and weaknesses.
- Posting at the right times.
- Making use of Instagram analytics.