

Interview Questions

DISCLAIMER: We don't expect that the interviewer goes through every single question. The pre-interview chat and questionnaire will influence which of these questions are asked if they need to be amended, and the cadence of the questioning. That being said, the interviewer needs to familiarize themselves with these questions as much as possible. The more the interviewer has this memorized beforehand, the better the interviewee will feel. The more present and interested the interviewer is the better interview.

Starting the Conversation - *It's important to get them comfortable. These softball questions serve two purposes: they warm up the interviewee and capture basic background information.*

1. Introduce yourself! What's your name, title, and the company you work for?
 2. What does your company do?
 3. What do you do there?
 4. How long have you been there?
 5. What's a normal day look like for you?
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Getting to the Story - *These questions are all about capturing their story, authentically and emotionally. It's vital that you guide the interviewee to give specifics; not general answers.*

6. Can you give us a detailed, step-by-step account of a specific story during your time at your current company when **(insert type of moment)? Spare no detail.**
 7. Who were you with?
 8. How did you feel? In your body (hands shaking, pit of the stomach)? Specific emotions?
 9. What thoughts were going through your head?
 10. What surprised you about the situation and/or your reaction to it?
 11. How would you tell this story to a friend?
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Tying the story to the Business - *Context is everything. We need to understand why this moment was so important and what it meant for the interviewee.*

12. Why was this story so important for your company/business?
 13. Why was this important for you?
 14. What were the stakes for your company/business?
 15. What were the stakes for you personally?
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Capturing the Tension In the Story - *Story is nothing without drama. For this section, we want to find out what was the conflict, the set of obstacles, that the interviewee was facing.*

16. What was working against you?
 17. What were some of the unexpected roadblocks?
 18. What specific challenges did you face?
 19. How did you cope with the stress that this moment caused?
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Tying it to AdRoll and Digital Marketing - *It's time to find out how they used digital marketing and AdRoll to solve their moment. Prioritize functionality over emotional here.*

20. How did you use this moment to grow your business?
 21. How did you resolve things?
 22. Who helped you?
 23. What tools played a role in resolving this moment?
 24. How did AdRoll help?
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Lessons and Inspiration for Other Marketers - *We want to capture what they've learned and what lessons they can share with others. A combination of functional and emotional answers works for this section.*

25. Looking back it now, what feelings come to mind?
 26. What were some of the unexpected benefits of this moment?
 27. If you could go back in time, what advice would you give yourself?
 28. What advice would you give others?
 29. How has your company/business changed?
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Getting to the Dare to Grow Emotional Core - *Growth comes from the ability to be retrospective. These questions are meant to get them intune with themselves. Prioritize emotional responses over functional answers.*

30. What has this moment taught you?
31. What have you learned about digital marketing from this experience?
32. What have you learned about yourself?
33. How have your circumstances changed?
34. How have you changed?
35. What new doors have opened?

Moving Forward - *These are the final housekeeping questions. Take this opportunity to revisit any other questions that you need to circle back around to.*

36. What was the outcome?
 37. Where's your company/business at now?
 38. Where do you see your company/business moving forward?
 39. Where do you see yourself moving forward?
 40. Is there anything else you would like to add?
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DISCLAIMER: We need to grab as much holiday-related content as we can while we have these customers in-house. These questions are broken up into two different sections: questions for those who have a holiday marketing plan and those who don't have a holiday marketing plan.

Holiday Questions

Here are the questions if they **do have a holiday marketing plan.**

1. Have you ever run any holiday digital marketing campaigns?
2. If so, is there any that stick out for the good or for the bad?
3. Biggest success or biggest hangup with holiday campaigns?
4. What is your holiday marketing plan this year?
5. What tools or support will you need?
6. What are your holiday marketing goals?
7. Favorite holiday tradition? (or something random and funny related to the holidays)
8. Worst holiday snafu?

Here are the questions if they **don't have a holiday marketing plan.**

1. Have you ever run any holiday digital marketing campaigns?
2. What has stopped you from doing so?

3. Why do you think that's been the case?
4. What would you need in order to run a holiday campaign?
5. What do you think you'd be able to get out of it?
6. Favorite holiday tradition? (or something random and funny related to the holidays; would be great for social media posts)
7. Worst holiday snafu?