Top 100 Digital Marketing Interview Questions and Answers in 2026–2027 (Hindi & English) – Freshers to Experienced

क्या आप Digital Marketing में अपना Career बनाना चाहते हैं? क्या आप Digital Marketing Executive, SEO Executive, Social Media Manager, PPC Executive या Digital Marketing Specialist की नौकरी के लिए Interview की तैयारी कर रहे हैं?

आज लगभग हर Business अपनी Online Presence बढ़ाने, Customers तक पहुंचने और Sales बढ़ाने के लिए Digital Marketing का उपयोग करता है। इसलिए Digital Marketing Skills रखने वाले candidates के लिए अलग-अलग industries में opportunities उपलब्ध हो सकती हैं।

इस लेख में आपको **Top 100 Digital Marketing Interview Questions and Answers in Hindi & English Pdf** मिलेंगे। ये प्रश्न Freshers, Students, Interns और Experienced Candidates की तैयारी को ध्यान में रखकर तैयार किए गए हैं।

Section 1: Basic Digital Marketing Interview Questions (1–15)

Question 1

What is Digital Marketing?

Answer (English): Digital Marketing is the promotion of products, services or brands through digital channels such as search engines, websites, social media, email and online advertising.

हिंदी में: Digital Marketing का मतलब Internet और Digital Platforms के माध्यम से किसी Product, Service या Brand का Promotion करना है।

Question 2

What are the main types of Digital Marketing?

Answer (English): Major types include SEO, SEM, PPC Advertising, Social Media Marketing, Content Marketing, Email Marketing, Affiliate Marketing, Influencer Marketing and Mobile Marketing.

हिंदी में: Digital Marketing के मुख्य प्रकार SEO, Google Ads, Social Media Marketing, Content Marketing, Email Marketing और Affiliate Marketing हैं।

Question 3

What is the difference between Traditional Marketing and Digital Marketing?

Answer (English): Traditional Marketing uses channels like newspapers, TV, radio and outdoor advertising. Digital Marketing uses online platforms and provides measurable campaign data, audience targeting and interactive communication.

हिंदी में: Traditional Marketing में Newspaper, TV और Radio का उपयोग होता है, जबकि Digital Marketing में Website, Google, Social Media और Email जैसे Online Channels इस्तेमाल किए जाते हैं।

Question 4

What is SEO?

Answer (English): SEO stands for Search Engine Optimization. It is the process of improving a website to increase its visibility in unpaid or organic search results.

हिंदी में: SEO के द्वारा Website को Search Engines के लिए बेहतर बनाया जाता है ताकि Relevant Search Results में उसकी Organic Visibility बढ़ सके।

Question 5

What is SEM?

Answer (English): Search Engine Marketing refers to marketing through search engines. It commonly includes paid search advertising and may be used alongside SEO.

हिंदी में: SEM में Search Engines के माध्यम से Marketing की जाती है। इसमें मुख्य रूप से Paid Search Ads शामिल होते हैं और SEO के साथ भी इसका उपयोग किया जा सकता है।

Question 6

What is the difference between SEO and PPC?

Answer (English): SEO focuses on earning organic visibility, while PPC is paid advertising where advertisers generally pay when users click or interact according to the campaign's bidding model.

हिंदी में: SEO में Organic Traffic प्राप्त करने का प्रयास किया जाता है, जबकि PPC में Advertisement के लिए निर्धारित bidding model के अनुसार payment किया जाता है।

Question 7

What is a Target Audience?

Answer (English): A target audience is a specific group of people a business wants to reach based on factors such as interests, needs, location, demographics and buying behaviour.

हिंदी में: Target Audience उन लोगों का समूह है जिन्हें किसी Business का Product या Service बेचना या Promote करना होता है।

Question 8

What is a Marketing Funnel?

Answer (English): A Marketing Funnel represents the stages a potential customer goes through, commonly Awareness, Consideration, Conversion and Retention.

हिंदी में: Marketing Funnel Customer की Journey को दिखाता है, जिसमें वह Brand को जानने से लेकर Product खरीदने और दोबारा खरीदने तक पहुंचता है।

Question 9

What is a Lead in Digital Marketing?

Answer (English): A lead is a person or organization that has shown interest in a business by taking an action such as submitting a form, requesting a quote or contacting the company.

हिंदी में: Lead वह व्यक्ति होता है जिसने किसी Product या Service में Interest दिखाया हो, जैसे Enquiry Form भरना या Contact करना।

Question 10

What is Conversion Rate?

Answer (English): Conversion Rate is the percentage of users who complete a desired action.

Formula: (Conversions ÷ Total Visitors) × 100

हिंदी में: Website पर आने वाले Visitors में से कितने लोगों ने Purchase, Signup या Enquiry जैसी Action पूरी की, उसका प्रतिशत Conversion Rate कहलाता है।

Question 11

What is Organic Traffic?

Answer (English): Organic Traffic refers to visitors who reach a website through unpaid search engine results.

हिंदी में: जब कोई User बिना Paid Advertisement पर Click किए Search Engine के Organic Results से Website पर आता है, तो उसे Organic Traffic कहते हैं।

Question 12

What is Paid Traffic?

Answer (English): Paid Traffic comes from paid promotional channels such as search ads, display ads and paid social campaigns.

हिंदी में: Paid Advertisement के माध्यम से Website पर आने वाले Visitors को Paid Traffic कहते हैं।

Question 13

What is a Landing Page?

Answer (English): A Landing Page is a focused web page designed for a particular marketing campaign or action, such as generating leads or selling a product.

हिंदी में: Landing Page एक Special Web Page होता है जिसका उद्देश्य Visitors से कोई Specific Action करवाना होता है, जैसे Form भरना या Course में Admission लेना।

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Question 14

What is CTA in Digital Marketing?

Answer (English): CTA stands for Call to Action. It is a prompt that encourages users to take an action, such as Buy Now, Sign Up or Contact Us.

हिंदी में: CTA ऐसा Button या Message होता है जो User को Action लेने के लिए प्रेरित करता है, जैसे Apply Now या WhatsApp Now।

Question 15

What is Brand Awareness?

Answer (English): Brand Awareness measures how familiar people are with a brand and how easily they recognize or recall it.

हिंदी में: किसी Brand को कितने लोग पहचानते हैं और उसके बारे में जानते हैं, इसे Brand Awareness कहते हैं।

Section 2: SEO Interview Questions and Answers (16–30)

Question 16

What are the three main types of SEO?

Answer: On-Page SEO, Off-Page SEO and Technical SEO.

हिंदी: On-Page SEO Website के Content और HTML Elements को बेहतर बनाता है। Off-Page SEO में बाहरी Reputation और Links पर काम होता है। Technical SEO में Website की Crawling, Indexing और Technical Performance शामिल होती है।

Question 17

What is On-Page SEO?

Answer: On-Page SEO involves optimizing page content, headings, titles, URLs, internal links, images and other page elements.

हिंदी: Website के अंदर Title, Meta Description, Content, Headings, Images और Internal Links को Optimize करना On-Page SEO कहलाता है।

Question 18

What is Off-Page SEO?

Answer: Off-Page SEO includes activities outside your website that help build its reputation and authority, such as earning relevant backlinks and brand mentions.

हिंदी: Website के बाहर की जाने वाली ऐसी activities जो उसकी Reputation और Authority बनाने में मदद करें, Off-Page SEO कहलाती हैं।

Question 19

What is Technical SEO?

Answer: Technical SEO improves a website's technical foundation so search engines can crawl, render and index its content effectively.

हिंदी: Website की Speed, Mobile Usability, Crawlability, Indexing, Sitemap और Structured Data जैसे Technical Factors पर काम करना Technical SEO है।

Question 20

What is Keyword Research?

Answer: Keyword Research is the process of finding and evaluating the search terms people use when looking for information, products or services.

हिंदी: लोग Google पर क्या Search करते हैं, उन Keywords को खोजने और उनका Analysis करने की प्रक्रिया Keyword Research है।

Question 21

What is a Long-Tail Keyword?

Answer: A Long-Tail Keyword is a more specific search phrase, often containing several words, that may indicate a clearer user intent.

हिंदी: Long-Tail Keywords ज्यादा Specific होते हैं। Example: "Digital Marketing Course in Lucknow with Fees".

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Question 22

What is a Meta Title?

Answer: A Meta Title, often represented by the HTML title element, describes a webpage and may appear as the clickable headline in search results.

हिंदी: Meta Title किसी Webpage का मुख्य Title होता है जो Search Engine Results में दिखाई दे सकता है।

Question 23

What is a Meta Description?

Answer: A Meta Description is a short summary of a webpage. Search engines may use it as a snippet in search results.

हिंदी: Meta Description Website Page का छोटा परिचय होता है जो User को बताता है कि Page में क्या जानकारी मिलेगी।

Question 24

What is a Backlink?

Answer: A Backlink is a link from another website to your website. Relevant, editorially earned links can help search engines understand reputation and relationships.

हिंदी: जब कोई दूसरी Website आपकी Website को Link करती है, तो उसे Backlink कहते हैं। Quality और Relevance महत्वपूर्ण हैं।

Question 25

What is Internal Linking?

Answer: Internal Linking means linking one page of a website to another page on the same website.

हिंदी: अपनी Website के एक Blog या Page से उसी Website के दूसरे संबंधित Blog या Page को Link करना Internal Linking है।

Question 26

What is a Sitemap?

Answer: An XML Sitemap lists important URLs on a website and can help search engines discover pages.

हिंदी: Sitemap एक File होती है जिसमें Website के महत्वपूर्ण URLs की जानकारी दी जाती है, ताकि Search Engines Pages को Discover कर सकें।

Question 27

What is Robots.txt?

Answer: Robots.txt is a file that gives crawling instructions to compliant search engine bots. It is not a reliable way to protect private content.

हिंदी: Robots.txt Search Engine Crawlers को बताती है कि Website के किन हिस्सों को Crawl करना है या नहीं करना है।

Question 28

What is Search Intent?

Answer: Search Intent is the reason behind a user's search. Common categories include informational, navigational, commercial investigation and transactional intent.

हिंदी: User किसी Keyword को किस उद्देश्य से Search कर रहा है, उसे Search Intent कहते हैं।

Question 29

What is Google Search Console?

Answer: Google Search Console is a free Google service that helps website owners monitor search performance, indexing and technical issues.

हिंदी: Google Search Console से Website की Search Performance, Clicks, Impressions, Indexing और Search-related Issues देखे जा सकते हैं।

Question 30

What are Core Web Vitals?

Answer: Core Web Vitals are user-experience metrics that measure loading performance, responsiveness and visual stability. The key metrics are LCP, INP and CLS.

हिंदी: Core Web Vitals Website के Loading Experience, Responsiveness और Layout Stability को मापते हैं।

Section 3: Google Ads and PPC Interview Questions (31–42)

Question 31

What is Google Ads?

Answer: Google Ads is Google's online advertising platform that allows businesses to run campaigns across eligible Google advertising inventory.

हिंदी: Google Ads एक Online Advertising Platform है जिसके माध्यम से Businesses अपने Products और Services का Paid Promotion कर सकते हैं।

Question 32

What is PPC?

Answer: PPC stands for Pay-Per-Click. It is an advertising model where an advertiser pays when a user clicks an ad.

हिंदी: PPC में Advertiser को आमतौर पर Advertisement पर Click होने पर Payment करना पड़ता है।

Question 33

What is CPC?

Answer: CPC means Cost Per Click. It measures the cost associated with each ad click.

Formula: Total Ad Cost ÷ Total Clicks.

हिंदी: एक Advertisement Click प्राप्त करने में जितना खर्च आता है, उसे CPC कहते हैं।

Question 34

What is CPM?

Answer: CPM stands for Cost Per Thousand Impressions. It measures the cost of one thousand ad impressions.

Formula: (Total Ad Cost ÷ Impressions) × 1000.

हिंदी: Advertisement को 1000 बार दिखाने की लागत CPM कहलाती है।

Question 35

What is CTR?

Answer: CTR stands for Click-Through Rate. It is the percentage of impressions that resulted in clicks.

Formula: (Clicks ÷ Impressions) × 100.

हिंदी: Advertisement कितनी बार दिखा और उसमें से कितनी बार Click हुआ, इसका प्रतिशत CTR है।

Question 36

What is Quality Score in Google Ads?

Answer: Quality Score is a diagnostic estimate in Google Ads based on expected CTR, ad relevance and landing page experience. It is not itself a direct auction input.

हिंदी: Quality Score Keyword, Ad और Landing Page की Quality समझने के लिए एक Diagnostic Metric है।

Question 37

What is a Negative Keyword?

Answer: A Negative Keyword prevents an ad from being triggered by searches containing specified terms, according to the negative keyword matching rules.

हिंदी: Negative Keywords की मदद से उन Unwanted Searches को रोक सकते हैं जिनसे आप Ads नहीं दिखाना चाहते।

Question 38

What is a Conversion in Google Ads?

Answer: A Conversion is a valuable action tracked after an ad interaction, such as a purchase, lead form submission or phone call.

हिंदी: Ad देखने या Click करने के बाद Customer द्वारा की गई महत्वपूर्ण Action, जैसे Purchase या Enquiry, Conversion कहलाती है।

Question 39

What is Remarketing?

Answer: Remarketing is a strategy for reaching people who previously interacted with a business, website or app, where platform policies and audience eligibility allow.

हिंदी: पहले Website या Business से Interact कर चुके Users तक दोबारा Advertisement पहुंचाने की Strategy Remarketing कहलाती है।

Question 40

What is a Google Ads Campaign?

Answer: A campaign is a set of advertising settings and targeting choices used to organize ads around a business objective.

हिंदी: Campaign में Budget, Objective, Targeting और दूसरे Advertising Settings निर्धारित किए जाते हैं।

Question 41

What is ROAS?

Answer: ROAS stands for Return on Ad Spend. It measures revenue attributed to advertising relative to advertising cost.

Formula: Ad-Attributed Revenue ÷ Ad Spend.

हिंदी: Advertisement पर खर्च किए गए पैसे की तुलना में कितना Revenue मिला, इसे ROAS कहते हैं।

Question 42

What is the difference between CPC and CPA?

Answer: CPC measures the cost per click, while CPA measures the cost per acquisition or conversion.

हिंदी: CPC एक Click की Cost बताता है, जबकि CPA एक Customer Acquisition या Conversion की Cost बताता है।

Section 4: Social Media Marketing Interview Questions (43–55)

Question 43

What is Social Media Marketing?

Answer: Social Media Marketing uses platforms such as Instagram, Facebook, LinkedIn and YouTube to build awareness, engage audiences and support business goals.

हिंदी: Social Media Platforms के माध्यम से Brand Promotion, Audience Engagement और Leads प्राप्त करना Social Media Marketing है।

Question 44

What is the difference between organic and paid social media?

Answer: Organic social media uses unpaid posts and community engagement. Paid social media uses advertising budgets to reach selected audiences.

हिंदी: Organic Social Media में बिना Ad Budget के Posts किए जाते हैं, जबकि Paid Social Media में पैसे देकर Ads चलाए जाते हैं।

Question 45

What is Engagement Rate?

Answer: Engagement Rate measures audience interactions such as likes, comments, shares and saves relative to a chosen base, such as reach or followers.

हिंदी: Social Media Content पर Likes, Comments, Shares और Saves जैसे Interactions का अनुपात Engagement Rate कहलाता है।

Question 46

What is a Social Media Content Calendar?

Answer: A content calendar is a schedule that organizes planned posts, topics, formats, channels and publishing dates.

हिंदी: किस दिन, किस Platform पर और कौन-सा Content Publish करना है, इसकी Planning Content Calendar में होती है।

Question 47

What is Influencer Marketing?

Answer: Influencer Marketing involves collaborating with creators who have an audience to promote a brand, product or service.

हिंदी: किसी Influencer या Content Creator के माध्यम से Product या Brand का Promotion करना Influencer Marketing है।

Question 48

What is a Hashtag?

Answer: A hashtag is a word or phrase preceded by the # symbol, used on supported platforms to categorize or discover content.

हिंदी: # के साथ लिखे गए Keywords को Hashtags कहते हैं। इनका उपयोग Content Categorization और Discovery में किया जा सकता है।

Question 49

What is Social Listening?

Answer: Social Listening involves monitoring online conversations, mentions and discussions to understand audience opinions and brand perception.

हिंदी: Social Media पर लोग आपके Brand या Industry के बारे में क्या कह रहे हैं, उसे Monitor करना Social Listening है।

Question 50

What is a Social Media Algorithm?

Answer: A social media recommendation or ranking system determines which content may be shown to users based on platform-specific signals and goals.

हिंदी: Social Media Algorithm यह तय करने में मदद करता है कि किस User को कौन-सा Content दिखाया जाए।

Question 51

What is a Meta Ads Manager?

Answer: Meta Ads Manager is a tool used to create, manage and measure advertising campaigns across eligible Meta platforms and placements.

हिंदी: Facebook और Instagram सहित Meta के Advertising Campaigns बनाने और Manage करने का Tool Meta Ads Manager है।

Question 52

What is a Social Media KPI?

Answer: A KPI is a measurable indicator used to evaluate performance against a defined objective, such as reach, engagement, leads or conversions.

हिंदी: Social Media Campaign सफल हो रहा है या नहीं, इसे मापने के लिए Reach, Engagement और Leads जैसे KPIs इस्तेमाल किए जाते हैं।

Question 53

How do you increase Instagram engagement?

Answer: Understand the audience, publish useful original content, test formats, respond to comments and messages, and review analytics to improve the content strategy.

हिंदी: Useful Reels, Quality Posts, Audience Interaction, Consistent Posting और Analytics के आधार पर Content सुधारकर Engagement बेहतर किया जा सकता है।

Question 54

What is UGC?

Answer: UGC stands for User-Generated Content. It is content created by customers or users rather than the brand itself.

हिंदी: Customers या Users द्वारा बनाया गया Review, Photo या Video User-Generated Content कहलाता है।

Question 55

How do you handle negative comments on social media?

Answer: Respond politely, acknowledge genuine concerns, provide accurate information, take sensitive matters to private support channels and follow the brand's moderation policy.

हिंदी: Negative Comments का जवाब शांति और Professional तरीके से देना चाहिए। समस्या को समझकर उचित समाधान देना चाहिए।

Section 5: Content Marketing and Email Marketing Questions (56–65)

Question 56

What is Content Marketing?

Answer: Content Marketing is the creation and distribution of useful, relevant content to attract and engage a defined audience and support business goals.

हिंदी: Audience को Useful Information देने के लिए Blog, Video, Infographic और Social Media Content बनाना Content Marketing है।

Question 57

What are the types of content marketing?

Answer: Common formats include blog articles, videos, podcasts, case studies, newsletters, infographics, guides and webinars.

हिंदी: Blog, Video, E-book, Infographic, Case Study, Podcast और Email Newsletter Content Marketing के उदाहरण हैं।

Question 58

What is Copywriting?

Answer: Copywriting is writing persuasive text designed to encourage a specific action, such as clicking, enquiring or purchasing.

हिंदी: ऐसा Marketing Content लिखना जो Reader को कोई Action लेने के लिए प्रेरित करे, Copywriting कहलाता है।

Question 59

What is Email Marketing?

Answer: Email Marketing uses email to communicate with subscribers and customers, share useful information and support marketing objectives.

हिंदी: Email के माध्यम से Customers को Offers, Updates, Newsletters और Useful Information भेजना Email Marketing है।

Question 60

What is an Email Open Rate?

Answer: Open Rate is the proportion of delivered emails recorded as opened by the email platform. Measurement can be affected by privacy features and automated activity.

हिंदी: कितने Delivered Emails Open हुए, इसका प्रतिशत Open Rate कहलाता है। इसकी Measurement में Privacy और Tracking Limitations हो सकती हैं।

Question 61

What is Email Click-Through Rate?

Answer: Email Click-Through Rate measures the percentage of recipients or delivered emails, depending on the reporting definition, that generated a click on a link.

हिंदी: Email में दिए गए Link पर कितने लोगों ने Click किया, इसका प्रतिशत Email CTR कहलाता है। Report में इस्तेमाल किए गए denominator को समझना जरूरी है।

Question 62

What is a Newsletter?

Answer: A Newsletter is a recurring email containing updates, articles, announcements, offers or other useful information.

हिंदी: Subscribers को नियमित रूप से भेजे जाने वाले Updates और Information वाले Email को Newsletter कहते हैं।

Question 63

What is a Content Management System (CMS)?

Answer: A CMS is software that helps users create, manage and publish digital content. WordPress is a popular example.

हिंदी: CMS ऐसा Software है जिससे Website Content को बिना हर बार Coding किए Manage और Publish किया जा सकता है।

Question 64

What is Affiliate Marketing?

Answer: Affiliate Marketing is a performance-based model in which a publisher promotes another company's products or services and may earn a commission for qualifying actions.

हिंदी: किसी दूसरे Business के Product या Service को Promote करके qualifying sale या action पर Commission कमाना Affiliate Marketing है।

Question 65

What is a Content Strategy?

Answer: A Content Strategy defines the audience, objectives, topics, formats, distribution channels and measurement approach for content.

हिंदी: किस Audience के लिए कौन-सा Content, किस उद्देश्य से और किस Platform पर Publish करना है, इसकी Planning Content Strategy है।

Section 6: Google Analytics 4 and Reporting Questions (66–77)

Question 66

What is Google Analytics 4 (GA4)?

Answer: GA4 is Google's analytics platform that measures user interactions across websites and apps using an event-based data model.

हिंदी: GA4 एक Analytics Tool है जो Website और App पर Users की Activities को Events के रूप में Measure करता है।

Question 67

What is an Event in GA4?

Answer: An Event records a user interaction, such as a page view, button click, form submission or purchase.

हिंदी: User द्वारा Website पर की गई किसी Activity, जैसे Page View या Button Click, को Event के रूप में Track किया जा सकता है।

Question 68

What is a Session in GA4?

Answer: A Session is a group of user interactions that take place within a defined period. GA4 uses session-related events and reporting rules to measure sessions.

हिंदी: User की Website पर एक Visit के दौरान होने वाली Activities को Session के रूप में समझा जा सकता है।

Question 69

What is Bounce Rate in GA4?

Answer: In GA4, Bounce Rate is the percentage of sessions that were not engaged sessions. It is the inverse of Engagement Rate.

हिंदी: GA4 में Bounce Rate उन Sessions का प्रतिशत है जो Engaged Sessions नहीं माने जाते।

Question 70

What is Engagement Rate in GA4?

Answer: Engagement Rate is the percentage of sessions that were engaged sessions under GA4's engagement criteria.

हिंदी: GA4 में Engaged Sessions का कुल Sessions से अनुपात Engagement Rate कहलाता है।

Question 71

What is Google Tag Manager?

Answer: Google Tag Manager is a tag management system that helps deploy and manage measurement and marketing tags on websites or apps.

हिंदी: Google Tag Manager की मदद से Website पर Tracking Codes और Marketing Tags को Manage किया जा सकता है।

Question 72

What is UTM Tracking?

Answer: UTM parameters are tags added to URLs to help analytics tools identify campaign sources, mediums, names and other campaign details.

हिंदी: UTM Parameters URL में जोड़कर पता लगाया जाता है कि Traffic किस Campaign, Source या Medium से आया है।

Question 73

What is a Conversion Event?

Answer: A Conversion Event is an important event that a business chooses to measure as a valuable outcome, such as a lead or purchase.

हिंदी: Business के लिए महत्वपूर्ण Action जैसे Purchase, Signup या Enquiry को Conversion Event के रूप में Measure किया जा सकता है।

Question 74

What is Attribution in Digital Marketing?

Answer: Attribution is the method of assigning credit to marketing touchpoints that contributed to a conversion.

हिंदी: Customer की Journey में किन Marketing Channels ने Conversion में योगदान दिया, उसका Credit निर्धारित करना Attribution है।

Question 75

What is a KPI Dashboard?

Answer: A KPI Dashboard is a visual report that displays important performance indicators to help teams monitor results.

हिंदी: Important Marketing Metrics को एक जगह Charts और Tables के रूप में दिखाने वाला Dashboard KPI Dashboard कहलाता है।

Question 76

What is Looker Studio?

Answer: Looker Studio is a reporting and data visualization tool used to create dashboards from supported data sources.

हिंदी: Looker Studio की मदद से Marketing और Business Data को Visual Reports और Dashboards में प्रस्तुत किया जा सकता है।

Question 77

How do you measure a digital marketing campaign?

Answer: Define the campaign objective first, then track relevant metrics such as reach, clicks, CTR, leads, conversions, CPA, revenue and ROAS.

हिंदी: Campaign का Objective तय करके उसके अनुसार Reach, Clicks, Leads, Conversions और Cost जैसे Metrics को Measure करना चाहिए।

Section 7: Advanced Digital Marketing and AI Questions (78–90)

Question 78

What is Marketing Automation?

Answer: Marketing Automation uses software to automate repetitive marketing tasks such as email sequences, lead nurturing and campaign workflows.

हिंदी: Repetitive Marketing Tasks को Software की मदद से Automatically पूरा करना Marketing Automation कहलाता है।

Question 79

What is CRM?

Answer: CRM stands for Customer Relationship Management. It helps businesses manage customer information, interactions, leads and sales processes.

हिंदी: CRM एक System है जिससे Customer Details, Leads, Follow-ups और Sales Activities को Manage किया जाता है।

Question 80

What is A/B Testing?

Answer: A/B Testing compares two versions of a page, message or creative to determine which performs better against a defined metric.

हिंदी: दो अलग-अलग Versions को Test करके बेहतर Performance वाले Version की पहचान करना A/B Testing है।

Question 81

What is CRO?

Answer: CRO stands for Conversion Rate Optimization. It is the process of improving a website or campaign to increase the percentage of users who complete a desired action.

हिंदी: Website पर अधिक Visitors से Enquiry, Signup या Purchase करवाने के लिए Website को Improve करना CRO है।

Question 82

What is Personalization in Digital Marketing?

Answer: Personalization adapts content, offers or experiences based on relevant user information, preferences and behaviour, subject to privacy requirements.

हिंदी: User की जरूरत और Interest के अनुसार उसे Relevant Content या Offers दिखाना Personalization कहलाता है।

Question 83

What is Generative AI in Digital Marketing?

Answer: Generative AI can help create or transform text, images, ideas and other marketing assets. Human review is important for accuracy, originality and brand suitability.

हिंदी: Generative AI की मदद से Blog Ideas, Ad Copy, Images और Marketing Content तैयार करने में सहायता मिल सकती है।

Question 84

How can AI help in SEO?

Answer: AI can support topic research, content outlines, data analysis and workflow assistance. Content should still be useful, accurate and created for people.

Store Big Data

हिंदी: AI से Keyword Ideas, Content Planning और Data Analysis में मदद मिल सकती है, लेकिन Content की Quality और Accuracy जांचना जरूरी है।

Question 85

What is Prompt Engineering?

Answer: Prompt Engineering is the practice of writing clear instructions and context to guide an AI system toward a useful output.

हिंदी: AI Tool से बेहतर Result प्राप्त करने के लिए स्पष्ट Instructions और Context लिखने की प्रक्रिया Prompt Engineering है।

Question 86

Name some AI tools used in Digital Marketing.

Answer: Depending on the task, marketers may use ChatGPT, Gemini, Canva AI, Adobe Firefly and other tools for ideation, content assistance, design and analysis.

हिंदी: ChatGPT, Gemini, Canva AI और Adobe Firefly जैसे Tools Content Ideas, Design और Marketing Workflows में उपयोगी हो सकते हैं।

Question 87

What is Local SEO?

Answer: Local SEO improves a business's visibility for location-related searches, including relevant local listings and location-focused website content.

हिंदी: किसी Business को उसके आसपास के लोगों की Local Searches में बेहतर Visibility दिलाने की प्रक्रिया Local SEO है।

Question 88

What is Google Business Profile?

Answer: Google Business Profile is a free tool that helps eligible businesses manage how they appear on Google Search and Maps.

हिंदी: Google Business Profile के माध्यम से Business अपनी Location, Contact Details, Services, Photos और Updates को Google पर Manage कर सकता है।

Question 89

What is Omnichannel Marketing?

Answer: Omnichannel Marketing connects multiple customer touchpoints to create a consistent customer experience across channels.

हिंदी: Website, Social Media, Email और Offline Channels को जोड़कर एक Consistent Customer Experience देना Omnichannel Marketing है।

Question 90

What is First-Party Data?

Answer: First-Party Data is information a business collects directly from its own customers or audience through its channels, subject to applicable privacy and consent requirements.

हिंदी: Business द्वारा अपने Customers या Audience से सीधे प्राप्त की गई जानकारी First-Party Data कहलाती है।

Section 8: Practical and Scenario-Based Interview Questions (91–100)

Question 91

How would you promote a new computer training institute online?

Answer (English): I would identify the target audience, optimize the website for local SEO, improve the Google Business Profile, publish useful course content, create social media campaigns and run targeted lead-generation ads. I would track enquiries and admissions.

Get Certified

हिंदी: सबसे पहले Students और Job Seekers को Target करूंगा। इसके बाद Website SEO, Google Business Profile, Social Media Posts, Local Ads और WhatsApp Enquiry Campaign चलाऊंगा।

Question 92

How would you increase website traffic?

Answer (English): I would conduct keyword and audience research, publish helpful content, improve technical SEO, build relevant internal links, promote content on suitable channels and monitor performance.

हिंदी: Keyword Research, Quality Blogs, SEO, Internal Linking और Social Media Promotion के माध्यम से Relevant Website Traffic बढ़ाने का प्रयास करूंगा।

Question 93

How would you generate leads with a limited budget?

Answer (English): I would focus on high-intent audiences, local SEO, optimized landing pages, useful organic content, referrals and carefully tested small-budget campaigns.

हिंदी: कम Budget में Local SEO, Organic Social Media, Referral Marketing और High-Intent Keywords पर ध्यान दूंगा। Paid Ads को छोटे Budget से Test करूंगा।

Question 94

What would you do if a website's traffic suddenly decreased?

Answer (English): I would compare traffic by channel and date, check Search Console and analytics data, review indexing and technical issues, identify affected pages and investigate possible ranking or tracking changes.

हिंदी: सबसे पहले Google Analytics और Search Console में Data Check करूंगा। इसके बाद Ranking, Indexing, Technical Errors और Traffic Sources का Analysis करूंगा।

Question 95

How would you improve a low-performing Google Ads campaign?

Answer (English): I would review search terms, targeting, ad relevance, landing page experience, conversion tracking, budget and bidding strategy. Changes would be tested against the campaign objective.

हिंदी: Search Terms, Keywords, Ads, Landing Page और Conversion Tracking की जांच करके Campaign में सुधार करूंगा।

Question 96

How would you create a monthly digital marketing report?

Answer (English): I would summarize objectives, channel-wise traffic, impressions, clicks, leads, conversions, cost, revenue where available, key insights and next month's action plan.

हिंदी: Monthly Report में Website Traffic, Leads, Conversions, Ad Spend, Social Media Performance और अगले महीने की Strategy शामिल करूंगा।

Question 97

How would you handle a client's negative feedback?

Answer (English): I would listen carefully, understand the issue, review campaign data, explain findings honestly and propose measurable corrective actions.

हिंदी: Client की बात ध्यान से सुनूंगा, समस्या समझूंगा और Data के आधार पर Professional तरीके से Solution बताऊंगा।

Question 98

What would you do if a social media post receives very low engagement?

Answer (English): I would review the content, audience relevance, creative quality, timing and call to action. I would test new formats and compare results over time.

हिंदी: Post के Topic, Design, Caption और Audience Relevance को Check करूंगा। इसके बाद नए Formats और Posting Times Test करूंगा।

Question 99

How do you stay updated with digital marketing trends?

Answer (English): I follow official platform updates, industry publications, webinars, case studies and hands-on experiments to keep my knowledge current.

हिंदी: Google और अन्य Platforms के Official Updates, Industry Blogs, Webinars और Practical Experiments के माध्यम से खुद को Updated रखता हूं।

Question 100

Why should we hire you as a Digital Marketing Executive?

Answer (English): I have a strong interest in digital marketing, understand its key channels and am willing to learn continuously. I can support campaigns through research, content, reporting and performance analysis.

Enroll in Classes

हिंदी: मुझे Digital Marketing में रुचि है। मैं SEO, Social Media, Content और Analytics पर काम करने के लिए तैयार हूं। मैं लगातार नई Skills सीखकर Company के Marketing Goals में योगदान देना चाहता हूं।