

Our favorite exercises for evaluating marketing candidates

Read more in the corresponding blog post:

[Junior candidates - Marketing Managers](#)

[Exercise 1: prospecting / outbound email](#)

[Exercise 2: blog post](#)

[Senior candidates - Director level and above](#)

[Exercise 1: 90-day plan](#)

[Exercise 2: presenting a past project](#)

Junior candidates - Marketing Managers

Exercise 1: prospecting / outbound email

Exercise instructions given to candidate:

Pretend that you work for <your company> and that you'd like to initiate a sales conversation with a company that you think could benefit from our platform. For this exercise:

- 1. Choose a company that you think would be a good fit for our product, and provide us with an explanation as to why you selected that company.*
- 2. Who would you reach out to at the company, and why?*
- 3. Draft a sample email designed to catch his or her attention.*
- 4. Assume that you don't receive a response, and draft your follow-up email as well.*

A few tips:

- Keep in mind that everyone is busy, and people get a lot of inbound mail.*
- Your goal is not to "sell a deal." Rarely, if ever, does a deal close on a cold email... Instead, you are trying to build a relationship, get their attention, create value, and in general, break through all the noise in the inbox and pique interest.*

Exercise 2: blog post

Below is the prompt we email candidates (or give at the office), with a 2-3 hour timeframe for completion:

See below for the exercise. It's a bit vague on purpose, but if you have logistics questions, or anything else that's making you stuck, don't hesitate to ask.

Marketing In Action exercise

The task: Write a new post for our blog

Imagine you just started working as a marketing manager at <your company> and your first task is to write a new blog post. You can use the existing blog as a guidepost, but feel free to do something different & better & crazy. :)

As the output of the exercise, send back the blog post as a document, with any accompanying visual(s). In addition, answer the following question(s):

- *Why did you choose the topic?*
- *How would you measure the success of the blog post?*

Senior candidates - Director level and above

Exercise 1: 90-day plan

In this exercise we ask the candidate to create a plan for their first quarter on the job. We recommended keeping the instructions at that.

Exercise 2: presenting a past project

In this exercise we ask the candidate to present a successful project they led and proud of its results (or a couple of projects, up to the candidate). Again, don't give more guidance beyond that.