

# 20 BONUS

## Outside-the-Box Marketing Interview Questions



Sometimes, outside-the-box interview questions can be a gimmick. But, sometimes, they can also help you assess a candidate's ability to think on their feet, and learn about their personality. After all, standard interview questions are easy to study for, and answer well.

So, mix it up with some of these questions. While there's no need to go overboard, asking some questions intended to draw out a candidate's creativity and on-the-spot problem-solving skills can be great for identifying a skilled marketer.

- 
- If you were a television character, who would you be, and why?
  - What would the book about your life story be called?
  - You can choose one superpower. Which would you choose, and why?
  - Do you care more about things or experiences?
  - What's your biggest personal goal outside of work?
  - When you were a kid, what did you want to be when you grew up?
  - If I asked your best friend to describe you, what would they say?
  - In 60 seconds, tell us how many things you can do with a paperclip.
  - On a scale from 1 to 10, how would you rate your level of weirdness?
  - If you had the choice between being rich or being happy, which would you choose, and why?
  - Name five albums you'd take with you, if you had to live on a desert island.
  - If you could interview one famous person from history, who would you choose and why?
  - What would you do with your time if you didn't need to worry about money?
  - If you were going to start your own business, what would you do, and why?
  - What's the worst thing that's ever happened to you on the job and how did you handle it?
  - How would you approach selling a ketchup-flavored popsicle?
  - If we gave you \$100 to make a customer's day, what would you do with it?
  - If you could change one thing about this interview, what would you change?
  - What's the most unconventional solution to a problem you've ever come up with at work?
  - If you're faced with something you want to do, and something you need to do, which task would you tackle first?