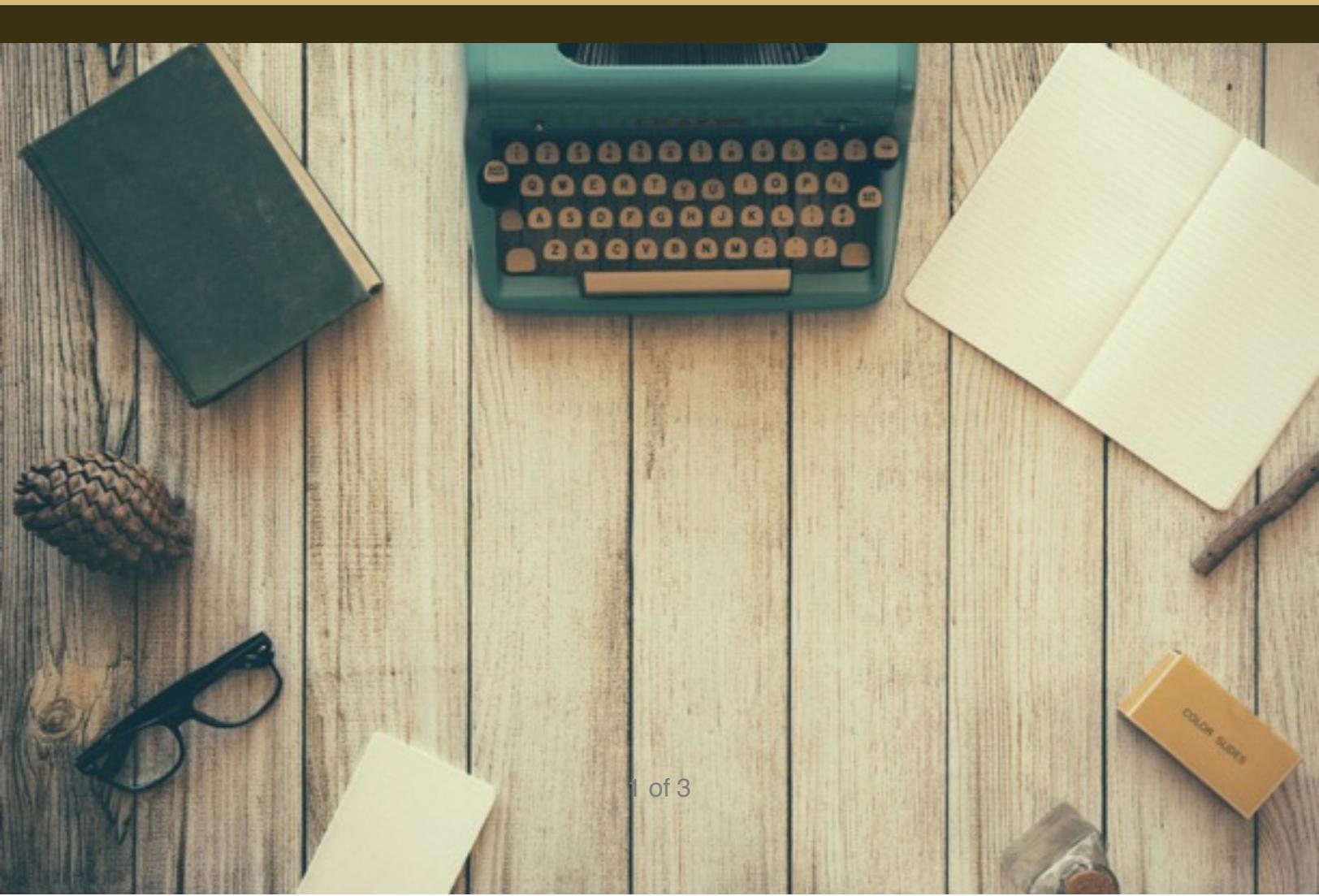


GROW & CONVERT

A Sample Hiring Exercise for Marketers

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A Sample Hiring Exercise for Marketers

Summary of the Exercise

Thanks for your interest in joining the Grow and Convert team. We don't believe in the traditional hiring approach where we just look at your resume and have a phone interview with you to decide whether you'd be a good fit for our team. We don't think that would give us a good sense of what you're capable of.

Instead, we thought we would give you a little exercise to see how you'd think about approaching marketing for us.

We'd estimate this project should take an hour or two of your time to complete - please don't work any longer than 2 hours.

If you do a great job on this exercise, you'll make it to the next round of the interview process. Also, if you give us any ideas that we end up implementing, we'll pay you for them.

The goal of this exercise is for us to be able to see how you think about marketing strategy and also how you might execute. Both strategic and executional capabilities are essential for the role that we have open.

(This section sets the stage for the exercise)

A Little About Grow and Convert

Grow and Convert helps businesses get ROI from their content marketing efforts.

We have a blog where we case study how to create content strategies, acquire visitors that fall within a company's target audience, and then convert that audience into paying customers.

Because we don't have a product yet, for the sake of this exercise, let's say we're selling content marketing coaching services at \$1000/month.

The coaching includes:

- 2 calls per month + unlimited access to e-mail questions

(This section would be the information about your company and the product that you're selling or that you're hiring the marketer to market)

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The Exercise

Let's say you have a budget of \$5,000 per month to get us 15 new customers per month.

Please put together some ideas in a Google Doc on how you would approach this challenge. The exercise might include:

- Include an outline of a marketing plan, including the channel mix you would use or how you would approach this
- Some sample copy or language that you might use in ads or sales page copy
- Suggested resources to support your efforts
- Some ideas about how you'll be tracking the results of your efforts

Any questions? Feel free to reach out to me at benji@growandconvert.com

(This section tests how someone would think and execute in a real situation)