

# 95 Instagram Marketing Manager interview questions to hire top talent

## Questions

1. What do you think is the most important metric to track on Instagram, and why?
2. If you had to explain Instagram to someone who's never used social media, how would you do it?
3. What are the different types of content you can share on Instagram?
4. Can you name some brands that you think are doing Instagram marketing really well? What makes their strategy work?
5. How familiar are you with Instagram analytics? What kind of insights can we get from them?
6. Let's say a post isn't performing well. What steps would you take to figure out why?
7. What's the difference between an Instagram Story and a regular post?
8. How do you stay up-to-date with all the changes and new features on Instagram?
9. What are your favorite Instagram editing apps or tools?
10. How would you describe the Instagram algorithm to someone who doesn't know much about it?
11. What is your experience with using hashtags effectively on Instagram?
12. How do you feel about using paid advertising on Instagram? Have you worked with Instagram ads before?
13. Describe a time when you had to come up with a creative idea for an Instagram campaign. What was the idea, and what was the result?
14. What are some common mistakes you see brands making on Instagram?
15. How important is engaging with followers on Instagram, and what are some ways to do it?
16. What is your understanding of influencer marketing on Instagram?
17. How would you handle a negative comment or complaint on an Instagram post?
18. What is your experience with creating Instagram Reels?
19. What are some ways to drive traffic from Instagram to a website?
20. How do you measure the success of an Instagram campaign?
21. In your opinion, what makes a good Instagram bio?
22. How do you ensure that Instagram content aligns with a brand's overall marketing strategy?
23. Have you ever used Instagram Live? What are some ways brands can use it effectively?
24. How would you approach building an Instagram community for a new brand?
25. What is your experience with running contests or giveaways on Instagram?
26. If we wanted to increase our Instagram follower count, what strategies would you recommend?
27. How would you measure the success of an Instagram marketing campaign beyond just likes and followers?
28. Let's say a client's Instagram engagement is declining. What diagnostic steps would you take to identify the cause?
29. Describe your experience with using Instagram analytics tools and how you've applied insights to improve performance.
30. How do you stay up-to-date with the latest Instagram algorithm changes and features, and how do you adapt your strategies accordingly?
31. Walk me through a time you had to pivot an Instagram strategy mid-campaign. What was the situation, and what did you learn?
32. How do you balance organic and paid strategies on Instagram to achieve the best results for a client?
33. Explain your approach to A/B testing on Instagram. What elements do you typically test, and how do you analyze the results?
34. What are your favorite Instagram marketing tools and why?
35. How do you handle negative comments or PR crises on a client's Instagram account?
36. Describe a time you successfully used user-generated content (UGC) to enhance an Instagram marketing campaign.
37. How do you develop a consistent brand voice and visual identity for a client's Instagram presence?
38. What's your experience with creating different types of Instagram content, such as Reels, Stories, and IGTV?
39. How would you tailor an Instagram marketing strategy for a business with a very niche or specialized audience?
40. Explain your understanding of Instagram's advertising policies and guidelines, and how you ensure compliance.
41. Let's say a client has a limited budget for Instagram marketing. Where would you focus your efforts to maximize ROI?
42. How do you approach competitor analysis on Instagram, and what metrics do you find most valuable?
43. Describe your process for creating an Instagram content calendar that aligns with a client's overall marketing goals.
44. How do you use Instagram's shopping features to drive sales for e-commerce clients?
45. What are some common mistakes you see businesses make on Instagram, and how do you avoid them?
46. How do you track and report on the performance of Instagram Stories?
47. Let's say you need to increase brand awareness for a new product launch on Instagram. What strategies would you use?
48. How do you leverage Instagram's location features to target local customers?
49. How familiar are you with influencer marketing? Describe your experience finding and working with influencers on Instagram.
50. How would you use Instagram to drive traffic to a client's website or landing page?
51. Explain your approach to community management on Instagram. How do you foster engagement and build relationships with followers?
52. How do you adapt your Instagram marketing strategies for different industries or target demographics?
53. How would you measure the ROI of an influencer marketing campaign on Instagram, and what metrics would you prioritize?
54. Describe a time you had to pivot an Instagram marketing strategy due to unexpected algorithm changes. What did you learn?
55. How do you stay updated with the latest Instagram trends and algorithm changes, and how do you incorporate that knowledge into your strategies?
56. Imagine Instagram introduces a brand new feature tomorrow. Walk me through your process for evaluating its potential impact and integrating it into a marketing plan.
57. How would you approach building and maintaining a strong brand community on Instagram, fostering genuine engagement?
58. Let's say a competitor launches a highly successful Instagram campaign. How would you analyze their approach and adapt it for our brand (while maintaining originality)?
59. How do you identify and mitigate potential risks or negative PR situations on Instagram before they escalate?
60. Can you explain your experience using Instagram analytics tools to derive actionable insights and optimize campaign performance? Be specific.
61. How would you optimize an Instagram profile to improve its visibility in search and attract a larger following?
62. Describe a time you successfully used user-generated content (UGC) in an Instagram marketing campaign. What made it effective?
63. How do you balance creative storytelling with data-driven insights when crafting Instagram content?
64. If our Instagram account experienced a sudden drop in engagement, what steps would you take to diagnose the problem and implement a solution?
65. How would you leverage Instagram Shopping and product tagging to drive sales and conversions?
66. Explain your understanding of Instagram's advertising options and how you would allocate a budget across different ad formats to achieve specific marketing goals.
67. How would you A/B test different elements of an Instagram ad campaign to optimize its performance?
68. Describe a time you had to work with a limited budget on Instagram. How did you maximize your impact?
69. How do you ensure brand consistency across all Instagram content and campaigns?
70. How do you measure the success of an Instagram Story campaign, and what metrics are most important?
71. What are your thoughts on using automation tools for Instagram marketing, and what are the potential drawbacks?
72. How would you approach developing a content calendar for Instagram that aligns with overall marketing objectives?
73. Let's say we want to target a very niche audience on Instagram. What strategies would you use to reach them effectively?
74. How do you differentiate between vanity metrics and meaningful metrics on Instagram, and how do you ensure you're focusing on the right data?
75. If you could change one thing about Instagram's marketing capabilities, what would it be and why?
76. How would you assess the ROI of a recent Instagram campaign, and what metrics are most critical in determining success?
77. Describe a time you had to pivot an Instagram strategy due to unforeseen circumstances. What did you learn?
78. What are your thoughts on using micro-influencers versus macro-influencers for specific campaign goals, and how do you decide which is best?
79. How do you stay ahead of algorithm changes and emerging trends on Instagram to maintain optimal engagement?
80. Explain your process for identifying and addressing negative sentiment or PR crises on Instagram.
81. Describe a complex A/B testing scenario you've designed for Instagram and the insights it provided.
82. How would you integrate Instagram marketing with other digital marketing channels for a cohesive brand strategy?
83. What strategies would you employ to grow an Instagram account's following organically in a highly competitive niche?
84. How do you approach measuring the impact of Instagram on overall brand awareness and customer loyalty?
85. Explain your experience with Instagram Shopping and how you optimize product discovery within the platform.
86. How do you ensure Instagram content is accessible and inclusive to diverse audiences?
87. Describe your approach to developing a long-term Instagram content calendar that remains engaging and relevant.
88. How do you leverage Instagram analytics to inform future content creation and campaign strategies?
89. What are some advanced Instagram ad targeting techniques you've used to reach specific audience segments?
90. How do you balance creative expression with brand guidelines on Instagram?
91. Describe your experience with using third-party tools for Instagram management and analytics.
92. How would you approach building a strong Instagram community around a brand?
93. What are your thoughts on the future of Instagram marketing, and what emerging trends are you most excited about?
94. How do you stay updated on the latest changes and best practices for Instagram marketing?