**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11897&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+SOP+Example-word-11897&lpa=Marketing+SOP+Example+word+11897)MARKETING SOP TEMPLATE**

**EXAMPLE**

Standard Operating Procedure

for Editing Marketing Copy

positive charge

Positivecharge.com

Version 1.2

|  |  |
| --- | --- |
| DEPARTMENTS | EFFECTIVE DATE |
| Marketing and Sales | 05/09/20XX |

# Version HISTORY

| VERSION | APPROVED BY | APPROVAL DATE | DESCRIPTION OF CHANGE | AUTHOR |
| --- | --- | --- | --- | --- |
| 1.0 | S. Li | 01/05/20XX | New marketing SOP | H. Jones |
| 1.1 | S. Li | 03/16/20XX | Updated procedure steps | T. Forge |
| 1.2 | V. Endo | 05/09/20XX | Updated scope and resources | L. Kim |
|  |  |  |  |  |
|  |  |  |  |  |

# PURPOSE

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| --- |
| This SOP maintains a consistent and error-free standard for marketing content. |

# KEYWORDS AND DEFINITIONS

|  |  |
| --- | --- |
| KEYWORD | DEFINITION |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# SCOPE

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| This SOP applies to the team members who are responsible for creating and editing marketing content. |

# PROCEDURE

|  |  |
| --- | --- |
|  | Create, edit, and reread marketing content. |
|  | Send content to the copy editor for review. |
|  | Review content for grammar, spelling, and punctuation errors. |
|  | Check content for style consistency and brand messaging guidelines. |
|  | Confirm that content is accurate and current. |
|  | Approve marketing content for publishing or posting. |

# RESOURCES

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| --- |
| * Style guide * Publishing / posting checklist * Search engine optimization (SEO) |

|  |
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