**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

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| KEYWORD | DEFINITION |
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SCOPE

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

PROCEDURE

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|  | 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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