**DIGITAL MARKETING SOP
TEMPLATE**

Digital Marketing
Standard Operating Procedure

for [Enter Process Name]

[COMPANY NAME]

Web Address /

Contact Information

Version 1.0

|  |  |
| --- | --- |
| DEPARTMENTS | EFFECTIVE DATE |
|  |  |

Version HISTORY

| VERSION | APPROVED BY | APPROVAL DATE | DESCRIPTION OF CHANGE | AUTHOR |
| --- | --- | --- | --- | --- |
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PURPOSE

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KEYWORDS AND DEFINITIONS

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| KEYWORD | DEFINITION |
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SCOPE

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PROCEDURE

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Procedure (workflow) flowchart

STEP

START/END

INPUT/ OUTPUT

DOCUMENT

DECISION

**YES**

**NO**

CONNECTORS

KEY

Report on trend and algorithmic results

Monitor changes in trends and algorithms

COPY AND PASTE

BLANK ICONS

BELOW

**YES**

**NO**

RESOURCES

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