**[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=Digital+Marketing+SOP-word-11897&lpa=Digital+Marketing+SOP+word+11897)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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