MARKETING SOP TEMPLATE

Template begins on page 2.

MARKETING SOP TEMPLATE	PURPOSE This SOP maintains a consistent and error-free standard for marketing content.	
Standard Operating Proce for Editing Marketing Cop		KEYWORDS AND DEFINITIONS Keyword Definition
POSITIVE CHARGE		SCOPE
VERSION 1.2		This SOP applies to the team members who are responsible for creating and editing marketing content.
S	OP	PROCEDURE Create, edit, and reread marketing content. Send content to the copy editor for review.
DEPARTMENTS	EFFECTIVE DATE	Review content for grammar, spelling, and punctuation errors.
Marketing and Sales	05/09/20XX	Check content for style consistency and brand messaging guidelines.
		Confirm that content is accurate and current.
VERSION HISTORY VERSION APPROVED BY APPROVAL DATE DESCRIPTION OF CHANGE	AUTHOR	Approve marketing content for publishing or posting.
1.0 S. Li 01/05/20XX New marketing SOP	H. Jones	
1.1 S. Li 03/16/20XX Updated procedure steps	T. Forge	RESOURCES
1.2 V. Endo 05/09/20XX Updated scope and resource	s L. Kim	Style guide Put hing / posting checklist
		Pu ⁺ hing / posting checklist Search engine optimization (SEO)



DEPARTMENTS	EFFECTIVE DATE

VERSION HISTORY

VERSION	APPROVED BY	APPROVAL DATE	DESCRIPTION OF CHANGE	AUTHOR

PURPOSE

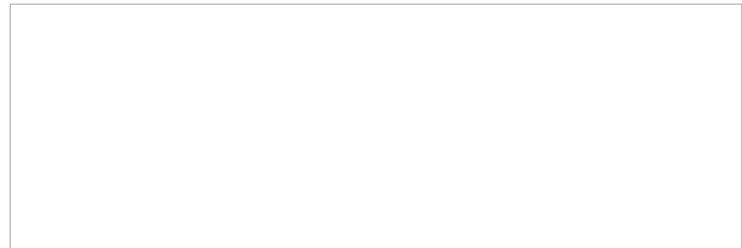
KEYWORDS AND DEFINITIONS

KEYWORD	DEFINITION

SCOPE

PROCEDURE

RESOURCES



DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.