

# MARKETING SOP TEMPLATE EXAMPLE

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## 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

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

## KEYWORDS AND DEFINITIONS

KEYWORD	DEFINITION

## SCOPE

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

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

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