

# MARKETING SOP TEMPLATE

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## MARKETING SOP TEMPLATE

### Standard Operating Procedure for Editing Marketing Copy

#### POSITIVE CHARGE

Positivecharge.com

VERSION 1.2



DEPARTMENTS

Marketing and Sales

EFFECTIVE DATE

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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## SCOPE

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