# **Marketing SOP Template**

## **Basic information**

| Company |  |
| --- | --- |
| Document title |  |
| Document version |  |
| Created by |  |
| Approved by |  |
| Purpose |  |

## **Scope**

*Outline the specifics of what the SOP does and does not cover in order to avoid overlap.*

| **The SOP covers:** | **The SOP does NOT cover:** |
| --- | --- |
|  |  |

## **Roles and Responsibilities**

*Define the roles of all involved team members, and their responsibilities.*

| **Role** | **Responsibilities** |
| --- | --- |
| Role 1 |  |
| Role 2 |  |
| Role 3 |  |

## **Procedures**

*Define the steps that make up the SOP.*

### **Market Research Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

### **Marketing Campaign Execution Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

### **Social Media Marketing Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

### **Digital Marketing Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

### **Analytics and Reporting Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

### **Performance Review Procedure**

|  |  |
| --- | --- |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |

## **Terminology**

*Outline any specific terms or abbreviations relevant to the SOP.*

| **Term** | **Definition** |
| --- | --- |
|  |  |

## **FAQ**

*Cover any frequently asked questions employees might have about the SOP.*

Question 1:

Answer:

Question 2:

Answer:

## **Resources**

*List links to any additional documents or tools relevant to this SOP.*

| **Item** | **Summary** |
| --- | --- |
|  |  |

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