

Advertising Agency 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 the entire team and their responsibilities.

Role	Responsibilities
Role 1	
Role 2	
Role 3	

Procedures

Define the steps that make up the SOP.

Project management procedure

Step 1	
Step 2	
Step 3	

Web development procedure

Step 1	
Step 2	
Step 3	

SEO procedure

Step 1	
Step 2	
Step 3	

Copywriting procedure

Step 1	
Step 2	
Step 3	

Design procedure

Step 1	
Step 2	
Step 3	



Video 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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