

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 the entire team 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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