SOP Template: Seasonal and Promotional Campaign Roll-out Process

This SOP details the **seasonal and promotional campaign roll-out process**, covering campaign planning, content creation, approval workflows, scheduling, execution, monitoring, and post-campaign analysis. The objective is to ensure timely and effective deployment of seasonal promotions that maximize engagement, maintain brand consistency, and achieve targeted marketing goals.

1. Purpose

To outline the step-by-step procedure for planning, executing, and analyzing seasonal and promotional marketing campaigns.

2. Scope

This SOP applies to all marketing team members involved in the planning, execution, and review of seasonal and promotional campaigns, including content creators, designers, marketing managers, and analysts.

3. Responsibilities

Role	Responsibility
Marketing Manager	Oversee campaign planning and approval, monitor execution, and lead post-campaign analysis.
Content Team	Develop campaign messaging, visual assets, copy, and ensure brand consistency.
Design Team	Create campaign artwork and creative assets.
Digital Marketing Coordinator	Schedule, launch, and monitor campaign performance across channels.
Data Analyst	Gather and analyze campaign data; prepare performance reports.

4. Procedure

1. **Campaign Planning**
   - Identify upcoming seasonal events and marketing opportunities (e.g., holidays, sales periods).
   - Define campaign objectives, target audience, channels, budget, and KPIs.
   - Develop a campaign brief and timeline.
2. **Content Creation**
   - Content and design teams draft campaign messaging, visuals, and assets in line with brand guidelines.
   - Create content variations tailored for different channels (email, social, web, etc.).
3. **Approval Workflow**
   - Submit content and creatives for internal review.
   - Obtain feedback and implement necessary revisions.
   - Secure final approval from the Marketing Manager or designated approvers.
4. **Scheduling and Execution**
   - Upload approved assets and schedule content across relevant platforms using campaign management tools.
   - Coordinate with cross-functional teams (e.g., customer service, product) for campaign readiness.
   - Launch the campaign according to the planned timeline.

5. **Monitoring and Optimization**
    - Monitor campaign performance in real time against defined KPIs.
    - Address any technical or delivery issues immediately.
    - Make adjustments to targeting, creative, or spend as needed to optimize results.
6. **Post-Campaign Analysis**
    - Collect and analyze performance data from all channels.
    - Prepare a campaign performance report, summarizing key metrics, successes, challenges, and lessons learned.
    - Hold a debrief session with stakeholders to share findings and document recommendations for future campaigns.

5. Documentation and Records

- Maintain all campaign briefs, content versions, approvals, schedules, and performance reports in shared folders.
- Document learnings and best practices in a central repository for future reference.

6. Review and Update

This SOP should be reviewed annually or after the completion of major campaigns, and updated as necessary to incorporate new processes or improve efficiency.

7. References

- Brand Guidelines Document
- Campaign Planning Templates
- Marketing Calendar