

# Standard Operating Procedure (SOP): Promotion and Communication Strategy

This SOP defines the **promotion and communication strategy**, encompassing the planning, development, and execution of marketing campaigns, branding initiatives, public relations, social media engagement, and internal communication protocols. Its goal is to ensure consistent messaging, effective audience targeting, and maximized brand visibility, ultimately enhancing customer engagement and organizational reputation.

## 1. Purpose

To establish a standardized process for planning, executing, and reviewing all promotional and communication activities, ensuring alignment with the organization's objectives and brand values.

## 2. Scope

This SOP applies to all teams and individuals involved in marketing, communications, and branding activities, both internal and external, within the organization.

## 3. Responsibilities

Role	Responsibility
Marketing Team	Plan and execute campaigns, develop promotional content, track campaign effectiveness.
Communications Team	Ensure consistent messaging, manage internal and external communications, handle PR activities.
Social Media Manager	Manage social media strategy, content, and engagement.
Brand Manager	Oversee brand consistency, guidelines, and implementation.
Leadership	Approve major campaigns and communications; provide strategic direction.

## 4. Procedure

- Campaign Planning**
  - Identify campaign objectives and target audience.
  - Create a campaign brief outlining messaging, channels, budget, and timelines.
  - Obtain necessary approvals from leadership.
- Content Development**
  - Develop creative assets (copy, images, videos, press releases, etc.).
  - Review for consistency with brand guidelines.
  - Secure approvals as per established workflow.
- Campaign Execution**
  - Launch the campaign across selected platforms (digital, print, events, etc.).
  - Coordinate with stakeholders for cross-channel synergy.
- Monitoring and Engagement**
  - Track campaign performance using analytics tools.
  - Respond to audience inquiries and engage audiences promptly.
- Internal Communication**

- Inform staff of key promotional activities and internal announcements.
- Disseminate updates through appropriate internal channels (emails, intranet, meetings).

## **6. Review and Reporting**

- Analyze campaign outcomes versus objectives.
- Document lessons learned and best practices.
- Prepare and distribute a post-campaign report to stakeholders.

## **5. Communication Channels**

- Website & Blog
- Social Media Platforms
- Email Marketing
- Press Releases & Media Relations
- Internal Newsletters & Meetings
- Events & Sponsorships

## **6. Documentation & Records**

- All campaign briefs, creative assets, approvals, and reports must be stored in a centralized, accessible location.

## **7. Review and Revision**

This SOP should be reviewed annually or upon significant changes to the organization's strategy, products, or services.

## **8. References**

- Company Brand Guidelines
- Marketing Calendar
- Previous Campaign Reports
- Communication Policy Documents