

# SOP: Promotional Materials Creation and Approval Workflow

This SOP details the **promotional materials creation and approval workflow**, covering the process from concept development, design, content creation, and revisions, to final approvals and distribution. It ensures that all promotional materials meet brand guidelines, compliance standards, and marketing objectives, facilitating efficient collaboration among designers, marketers, and executives to produce consistent and effective promotional content.

## 1. Purpose

To standardize the workflow for developing, reviewing, and approving promotional materials, ensuring quality, consistency, compliance, and timeliness.

## 2. Scope

This SOP applies to all employees involved in the creation and approval of promotional materials, including but not limited to marketing, design, compliance, and executive teams.

## 3. Definitions

- Promotional Materials:** Any collateral (digital or print) created to promote products, services, or the brand, such as brochures, email campaigns, social posts, advertisements, etc.
- Brand Guidelines:** Internal standards that ensure consistency in messaging, logos, colors, and tone.
- Compliance Standards:** Legal and regulatory requirements pertaining to marketing communications.

## 4. Roles and Responsibilities

Role	Responsibilities
Marketing Manager	Initiates request, defines objectives and audience, ensures alignment with marketing strategy.
Designer	Develops concept, creates layouts and visual assets.
Content Creator	Drafts copy, ensures clarity, accuracy, and brand voice.
Compliance Officer	Reviews for adherence to regulatory and legal standards.
Executive Approver	Gives final approval for distribution/publishing.

## 5. Workflow Steps

- Request Submission:**
  - Marketing Manager submits a promotional material request via the project management system, specifying objectives, target audience, and key messages.
- Concept Development:**
  - Designer and Content Creator brainstorm concepts and seek input from stakeholders.
- Draft Creation:**
  - Designer produces initial visuals; Content Creator drafts copy. Both ensure alignment with brand guidelines.
- Internal Review:**
  - Marketing Manager reviews draft for relevance and accuracy.
  - Initial feedback is provided to the Designer and Content Creator for revisions.
- Compliance Review:**
  - Compliance Officer reviews material for regulatory adherence.
  - Feedback is addressed prior to the next step.
- Final Approval:**

- Executive Approver reviews and provides final sign-off.

**7. Distribution:**

- Marketing team publishes or distributes the final approved material via relevant channels.

**8. Archiving:**

- All final assets and approvals are archived for recordkeeping and future reference.

## 6. Approvals Matrix

Step	Owner	Approver(s)
Request & Brief	Marketing Manager	Marketing Manager
Concept & Draft	Designer, Content Creator	Marketing Manager
Compliance Review	Compliance Officer	Compliance Officer
Final Approval	Marketing Manager	Executive Approver
Distribution	Marketing Team	Marketing Manager

## 7. Revision History

Date	Version	Description	Author
2024-06-10	1.0	Initial version	Marketing Ops

## 8. References

- Brand Guidelines Manual
- Regulatory Compliance Handbook
- Marketing Project Management Protocol

## 9. Appendix

- Promotional Material Request Form (sample)
- Approval Checklist
- Feedback & Change Log Template