

Standard Operations Plan Template

Marketing Department

1. Purpose

Describe the goal and scope of the Marketing Department's standard operations plan.

2. Team Structure & Roles

Role	Responsibilities	Name/Contact
e.g., Marketing Manager	e.g., Oversee marketing strategy	[Name/Email]
e.g., Content Specialist	e.g., Manage blog, social media	[Name/Email]

3. Daily Operations

- e.g., Team check-in meetings
- e.g., Content publishing schedule
- e.g., Social media monitoring

4. Weekly/Monthly Operations

- e.g., Analytics reporting
- e.g., Campaign reviews
- e.g., Team performance reviews

5. Project Planning & Campaigns

1. Campaign ideation
2. Brief development & approval
3. Asset creation & scheduling
4. Execution & monitoring
5. Analysis & reporting

6. Communication Guidelines

- Internal team communications
- Inter-departmental updates
- External communication protocols

7. Tools & Platforms

Tool/Platform	Purpose
e.g., Google Analytics	Web traffic monitoring
e.g., Trello	Project management

8. Reporting & KPIs

Outline key performance indicators and reporting frequency.

- e.g., Leads generated
- e.g., Conversion rates
- e.g., Engagement metrics

9. Review & Update Process

Describe schedule and responsibility for reviewing and updating this plan.