STANDARD OPERATING PROCEDURE

Marketing Content Approval SOP

Document no.	SOP-MKT-001
Revision	1.0
Owner	Marketing Manager
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To make sure every piece of marketing content is reviewed for accuracy, brand consistency, and compliance before it's published, without slowing the team down unnecessarily.

2. Scope

Applies to content created for the website, blog, ads, and campaigns before publication. Real-time social media replies and customer support responses are covered by separate SOPs.

Definitions

Content brief	The document outlining a piece of content's goal, audience, key points, and format before drafting starts.
Redline	Tracked edits or comments made on a draft during review, showing exactly what needs to change.

3. Responsibilities

Content Writer	Drafts content from the approved brief and incorporates review feedback.
Marketing Manager	Reviews drafts for accuracy and brand fit and gives final publish approval.
Legal Reviewer	Checks content that makes claims, mentions pricing, or covers regulated topics before it publishes.

RACI matrix

Activity	Content Writer	Marketing Manager	Legal Reviewer
Approve the content brief	C	R/A	-
Draft the content	R/A	I	-
Review for accuracy and brand fit	C	R/A	-
Review claims and regulated content	I	C	R/A
Give final publish sign-off	I	R/A	C

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- Content brief template
- Brand and style guide
- Content management system (CMS)
- Shared review and comment tool
- Content calendar

5. Procedure

Step	Task	Owner	Done
5.1	**Approve the content brief** Review and approve the content brief covering the goal, audience, key points, and format before any drafting begins.	Marketing Manager	☐
5.2	**Draft the content** Write the first draft from the approved brief, following the brand and style guide for tone, terminology, and formatting.	Content Writer	☐
5.3	**Self-check against the brief** Before submitting for review, check the draft against the original brief to confirm it covers the key points and matches the intended format.	Content Writer	☐
5.4	**Submit the draft for review** Submit the draft through the shared review tool with the brief attached, so the reviewer has full context without needing to ask for it.	Content Writer	☐
5.5	**Review for accuracy and brand fit** Review the draft for factual accuracy, tone, and brand consistency, leaving specific redlines rather than vague comments. **Checkpoint:** Every factual claim in the draft is checked against a source before the review is marked complete.	Marketing Manager	☐
5.6	**Route regulated content to legal** Route any content making a specific claim, mentioning pricing, or touching a regulated topic to the legal reviewer before it can be approved for publishing. **Checkpoint:** Content containing a claim, pricing, or a regulated topic has documented legal sign-off before publishing.	Legal Reviewer	☐
5.7	**Incorporate review feedback** Address every redline and comment from the reviewers, and note in the review tool how each one was resolved.	Content Writer	☐
5.8	**Do a final proofread** Proofread the revised draft once more for grammar, links, and formatting before it's considered ready for sign-off.	Content Writer	☐
5.9	**Give final publish sign-off** Confirm all required reviews are complete and give final sign-off to publish, noting the approved version in the review tool.	Marketing Manager	☐
5.10	**Schedule or publish the content** Schedule or publish the approved content in the CMS at the planned date and time from the content calendar.	Content Writer	☐
5.11	**Confirm the live version** Check the published page or asset against the approved final draft to confirm nothing changed unexpectedly during publishing.	Marketing Manager	☐

6. Quality checks

- Every published piece has a documented brief approval and final sign-off.
- Content with claims, pricing, or regulated topics has recorded legal review.
- All review feedback is addressed and noted as resolved before publishing.
- Published content is checked against the approved final draft.

7. Records

- Approved content briefs
- Review comments and redlines
- Legal review sign-offs
- Content calendar with publish status

8. KPIs

- Average time from draft submission to publish approval
- Percentage of content requiring legal review that received it before publishing
- Number of post-publish corrections per month

9. Common mistakes

- Publishing before all required reviewers have signed off.
- Skipping legal review on content that mentions pricing or makes a claim.
- Leaving reviewer feedback unaddressed before requesting final sign-off.
- Not checking the live page against the approved draft after publishing.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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