

ADVUMAN – MARKETING STANDARD OPERATING PROCEDURES (SOP)

This document defines the operating standards for the Advuman marketing function. Its purpose is to ensure discipline, consistency, and operational clarity across all marketing activities. This SOP is internal only and not to be shared externally.

1. Marketing Mission

Marketing exists to surface signals, reinforce trust, and build continuity. It does not sell aggressively, speculate, or provide recommendations.

2. Tone & Voice Rules

All content must be calm, observational, and procedural. No hype, urgency bait, or influencer language is permitted.

3. Approved Content Types

- a) Signal Notes
- b) What Did Not Change
- c) Precedent Memory
- d) Philosophy Notes (used sparingly)

4. Posting Rules

Maximum two posts per day. Text-first content preferred. No emojis, minimal hashtags, neutral replies only.

5. CRM Discipline

Every meaningful interaction must be logged. Contacts are tagged by behavior, not job title.

6. Engagement Handling

Questions about actions or advice must be redirected. Approved response: 'We provide awareness, not recommendations.'

7. Red Flags

Sales language, dramatic graphics, arguments in comments, or detailed explanations of internal systems are prohibited.

8. Enforcement

Any deviation from this SOP must be corrected immediately. Consistency overrides creativity.