

Channel SOP and Product Feed Pack

Ecommerce Marketing Channel Systems

Covers: Module 1: Designing a Channel System; Module 2: Product Feeds and Shopping Channels.

How to use this file: work through the lessons for each module in the course, then use this template pack to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

Key actions from the lessons

Module 1: Designing a Channel System

What Makes a Channel a System. List every marketing channel you currently use, note whether each has all six components, and choose the first channel to systemise.

Writing the One-Page Channel SOP. Write the one-page SOP for your first channel using the standard headings, then ask someone else to follow it for one week and note where they got stuck.

Module 2: Product Feeds and Shopping Channels

Building a Clean Product Feed. Export your feed and audit 20 products for missing attributes, title order and price or availability mismatches. Fix the issues on your top-selling products first.

Feed Maintenance and Disapproval Routine. Add a weekly feed check to your SOP, record this week's active and disapproved counts, and create one custom label based on margin band.

Checklist

- | | |
|--------------------------|---|
| ☐ | Listed every channel and checked its six components |
| ☐ | Chosen the first channel to systemise |
| ☐ | Written a one-page SOP using standard headings |
| ☐ | Had a colleague test the SOP for one week |
| ☐ | Audited 20 feed items for missing attributes |
| ☐ | Fixed title order on top sellers |
| ☐ | Checked feed price and availability against landing pages |
| ☐ | Created a margin-band custom label |

Worksheet

Channel:

Purpose:

Owner and backup:

Weekly tasks:

Monthly tasks:

Quality checks:

KPI and target:

Escalation rule:

Template: Feed audit log

Fill one row per item. Add rows as needed.

Product ID	Title OK	GTIN	Image OK	Price match	Stock match	Fix needed

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