

Master Claude for Marketing



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Intro

The Brain of My Marketing Team

I run a full marketing department out of a single laptop. Strategy, content, design, video, email, lead gen, analytics, and research. 12 functions that would cost half a million dollars a year to staff with humans.

The team costs me less than \$300 a month. And the brain of it — the role that does the most work and produces the highest-leverage output — is Claude.

Claude is not the only tool I use. ChatGPT, Gemini, Midjourney makes images. Descript edits video. Kit sends emails. Canva designs graphics. But every one of those tools needs an input. The strategy. The copy. The angle. The framework. The thinking.

That all comes from Claude. If you remove Claude from my stack, the rest collapses. If you remove anything else, I find a workaround in a weekend.

This guide is not an introduction to AI. It is not a list of 50 ChatGPT prompts. It is the operator's manual for using Claude specifically as a marketing professional — the projects to set up, the prompts that actually work, the workflows I run every week, and the mistakes that make 90% of marketers' AI output sound like AI.

If you have read my AI Marketing Playbook and Replace Your CRM with Claude playbooks, this is the deeper companion piece. Those documents describe the system. This one teaches you how to operate the most important tool inside it.

WHO THIS IS FOR

Marketers, founders, and operators who already know AI is non-negotiable, are tired of generic prompt lists, and want to actually run Claude like a senior member of their team. If you are still asking Claude to 'write me a blog post about leadership,' this guide will rewire how you work in about an hour.

01 Why Claude

(and Why Most Marketers Use It Wrong)

There are dozens of AI tools that can write words. Most marketers I talk to default to whichever one came first or whichever their friend recommended. That is fine for casual use. It is not fine if you are running marketing as a system. Claude is the right tool for the marketing operator's brain for three specific reasons.

1. It thinks in long arcs.

Claude handles long context, complex instructions, and nuanced reasoning better than any other consumer LLM I have tested. Drop a 40-page strategy document and a brand voice guide into a Claude project, and every conversation in that project starts from a foundation of understanding. Other tools forget. Claude remembers, and reasons across the whole picture.

2. It takes voice seriously.

Most AI writing fails at marketing because it is technically correct and tonally dead. Claude follows voice instructions more reliably than the alternatives. Tell it to write at a Grade 8 reading level with short paragraphs, no jargon, and a contrarian angle, and it will. Tell it the same thing in another tool and you will spend 20 minutes editing out 'leverage' and 'unlock'.

3. It is honest when you ask it to be.

Claude pushes back. It will tell you when your positioning sounds like every competitor's. It will flag when a claim is unsupported. It will challenge a brief that does not have a clear audience. That is exactly what you want from a strategist. Not a yes-machine that produces 800 words of confident nothing.

How Most Marketers Use It Wrong

If you take nothing else from this guide, take this. There are five mistakes that turn Claude from a strategist into a glorified autocomplete. Avoid them and you are already in the top 10% of users.

- **Treating it like Google.** Asking 'what is content marketing' instead of 'help me think through whether content marketing is the right channel for our Q2 goals given our team and budget.'
- **One-shot prompting.** Pasting a 12-line prompt and accepting the first output. The best work comes from the third or fourth turn of a conversation, not the first.
- **Skipping context.** Starting every conversation cold instead of using projects to load brand voice, audience, and strategic context permanently.
- **Asking for output instead of thinking.** 'Write me a LinkedIn post' is a poor prompt. 'Help me think through what would actually be useful for a CMO to read on a Tuesday morning' is a better one. Output follows thinking.
- **Accepting AI voice.** Publishing what Claude produces without rewriting the parts that sound like AI. The 80% Claude gives you is a starting line, not a finish line.

THE SHIFT

Stop using Claude as a writing tool.
Start using it as your senior strategist who happens to be very good at writing. The output is the byproduct of the thinking. If you skip the thinking, you get commodity content.

02 Set Up Claude Like a Marketing Operator, Not a Tourist

The single biggest leverage point in your Claude setup is the Projects feature. Most marketers ignore it. They open a new chat, paste a prompt, get an output, and close the tab. Then they do the same thing tomorrow. Claude has no idea who they are, who their audience is, or what their brand sounds like.

Projects fix this. A Project is a persistent workspace where you can store instructions and reference files that Claude uses on every conversation inside it. Set up your projects correctly and you stop re-explaining yourself every single time.

The Project Instructions That Actually Matter

Every marketing project should have instructions that cover six things. Spend an hour building this once. It will save you hundreds of hours over the next year.

1. Who you are. Your name, role, company, and what you sell. Two or three sentences.
2. Who your audience is. The specific persona — title, seniority, industry, company size, and the language they actually use to describe their problems. Not a generic ICP.
3. Your positioning and POV. What you believe that your competitors do not. The contrarian takes. The hills you die on.
4. Your voice rules. Direct or warm? Formal or conversational? Short paragraphs or essays? Reading level? Banned words? Examples of writing you love.
5. Your strategic priorities. What you are trying to accomplish this quarter. What success looks like. What you are explicitly not focused on.
6. Your audience's information diet. Which voices they follow, what they read, what they distrust. So Claude knows the conversation it is entering.

The Brand Voice Block (Copy This Verbatim)

Below is the exact voice block I use as a starting point in every marketing project I create. Adjust the specifics to your business, but keep the structure. It works because it is concrete.

BRAND VOICE INSTRUCTIONS

VOICE

- Direct, practitioner-level, opinionated
- Conversational but substantive
- Write like a human talking to another human over coffee
- Reading level: Grade 8. If a simpler word works, use it.

STRUCTURE

- Short paragraphs. Three sentences maximum.
- Lead with the answer. No throat-clearing or warm-ups.
- Every sentence must teach, prove, or persuade. Delete filler.
- Use specific numbers, examples, and named tools – not abstractions.

BANNED WORDS

- leverage, synergy, unlock, empower, dive into, landscape
- robust, seamless, cutting-edge, innovative, revolutionary
- "in today's fast-paced world" or any variation
- "game-changer", "world-class", "best-in-class"

NEVER DO

- Start a post or email with "I"
- Use rhetorical questions as openers ("Ever wonder...?")
- Hedge every sentence with "might", "could", "perhaps"
- Use bullet lists when prose would serve better
- End with "What do you think?" or "Let me know your thoughts"

ALWAYS DO

- Push back if my brief is weak. Tell me what is missing.
- Flag when something I am writing sounds generic.
- Suggest a sharper angle if you see one.
- Treat me as a peer, not a client.

The Reference Files to Upload

Project instructions handle the rules. Reference files handle the substance. Drop these into every marketing project so Claude has the source material it needs.

- **Your positioning document.** Even one page describing what you do, who you do it for, and what makes you different is enough.
- **Your customer personas.** Not the polished marketing version. The real one with their pain points in their own language.
- **Three to five pieces of writing you love.** Yours or others'. This teaches Claude what 'good' sounds like in your context far better than any voice description.
- **Your competitive landscape.** Top three to five competitors and what their positioning is. Helps Claude help you stand out.
- **Recent customer language.** Pull verbatim phrases from sales calls, support tickets, NPS comments, or LinkedIn DMs. This is gold for messaging.

THE 60-MINUTE INVESTMENT

Block one hour to set up your primary marketing project. Write the instructions. Upload the files. Test it with three sample prompts and refine. Every hour you spend here saves ten hours of re-explaining yourself over the next quarter.

03 The 5 Marketing Projects Every Marketer Needs

One project is not enough. Different marketing functions need different context. Mixing them in a single project produces muddy output. Separate them and each one becomes a focused specialist.

Here are the five projects I run, what each one is for, and what to put in their instructions.

Project 1: Strategist

Purpose: Positioning, competitive analysis, audience research, strategic frameworks, planning.

What it does best: Pressure-tests your thinking. Stress-tests positioning against competitors. Builds frameworks. Asks the questions you should be asking.

Instructions focus: Your business model, ICP, competitive landscape, strategic priorities. Tell it to be opinionated and to push back hard.

Project 2: Content Studio

Purpose: Long-form articles, LinkedIn posts, email sequences, case studies, thought leadership.

What it does best: First drafts in your voice, repurposing one piece into ten, finding the angle in raw notes.

Instructions focus: Voice rules, banned words, structural preferences, audience language patterns. Upload three to five examples of writing you love.

Project 3: Campaign Builder

Purpose: Email sequences, landing page copy, ad creative, lead magnet design, funnels.

What it does best: Writing copy that converts, sequencing journeys by trigger and stage, mapping CTAs to funnel position.

Instructions focus: Your funnel stages, segment definitions, conversion goals, the offers behind each campaign.

Project 4: Analyst

Purpose: Performance analysis, customer feedback synthesis, qualitative pattern recognition.

What it does best: Spotting patterns in data you would miss, clustering open-text responses, translating numbers into next actions.

Instructions focus: Your KPIs, benchmarks, analytical priorities. Tell it to give you one insight and one action per analysis.

Project 5: Operator

Purpose: Internal documents, briefs, SOPs, hiring materials, vendor evaluations, team comms.

What it does best: The unsexy operational work that eats your week. Brief writing, meeting prep, decision frameworks.

Instructions focus: Your team structure, decision-making style, document templates you use.

How They Work Together

Strategist tells you what to do. Content Studio writes it. Campaign Builder ships it. Analyst tells you whether it worked. Operator handles the plumbing. Five projects, five specialists, one operator running them all. That is the team.

04 The Prompting System: Anatomy of a Working Prompt

A weak prompt produces weak output. That is the iron rule. The good news is that strong prompts follow a structure, and the structure is teachable in five minutes.

Every prompt that reliably produces excellent marketing work has six elements. I call it the R.A.C.E.R.C. structure. Memorize it once and you will never write a bad prompt again.

Element	What It Means	Example
Role	The expertise you want Claude to bring	You are my senior content strategist.
Audience	Who the output is for, in detail	VP of Marketing at a SaaS company, 50-200 employees, skeptical of AI
Context	The situation, background, and what's already true	We're launching a new pricing tier next month. Existing customers expect
Expectation	What the output should look like and do	A 600-word announcement post that addresses the price-stability concern head-on
Restrictions	Constraints, banned words, voice rules	Grade 8 reading level. No 'we're excited.' Lead with the customer benefit
Check	How Claude should validate before writing	Before drafting, restate the problem and the angle so I can confirm we're aligned.

A Bad Prompt vs. A Working Prompt

Here is the same task, written two ways. The first is what most marketers send. The second is what works.

WEAK PROMPT (TYPICAL)

Write me a LinkedIn post about how AI is changing marketing.
Make it engaging.

WORKING PROMPT (R.A.C.E.R.C.)

WORKING PROMPT (R.A.C.E.R.C.)

Role: You are my LinkedIn ghostwriter. You know my voice – direct, practitioner-level, opinionated, no corporate speak.

Audience: Mid-market marketing leaders (VPs and Directors at companies 50-500 employees) who are AI-curious but skeptical of hype. They follow people who actually run marketing operations, not consultants who sell courses.

Context: I just had a conversation with a CMO who admitted her team spent six months 'experimenting' with ChatGPT and produced nothing of value because no one set up brand voice or made it part of an actual workflow. That stuck with me. I want to write about why most teams' AI experiments fail – and it's never the tool.

Expectation: A LinkedIn post under 1,300 characters. Hook on line one that stops the scroll. Single insight in the body. One concrete example. A takeaway that gives the reader something to do this week.

Restrictions: Do not start with 'I.' No rhetorical questions. No 'in today's fast-paced world' or 'game-changer.' Do not say 'leverage' or 'unlock.' Do not end with 'What do you think?'

Check: Before writing the post, give me the angle in one sentence so I can confirm it's the right take.

The working prompt is longer. That is the point. Five extra minutes of prompt-writing saves twenty minutes of editing — and produces a draft you would actually publish, not one you have to rebuild from scratch.

THE PROMPT IS THE BRIEF

Treat every prompt like you are briefing a freelancer who charges \$300 an hour. You would not send them 'write a post about marketing.' You would tell them the audience, the angle, the goal, and the constraints. Same rules. Same outcomes.

05 The Marketing Prompt Library

These are the prompts I run weekly. Each one has been refined over dozens of iterations. Customize them for your business, then improve them every time you use them.

Prompt 1: The LinkedIn Post

LINKEDIN POST

Role: You are writing a LinkedIn post in my voice.

Topic: [TOPIC]

Angle: [YOUR SPECIFIC TAKE — what makes this different from what everyone else is saying about this?]

Goal: [Engagement / Traffic / Lead generation]

Format:

- Hook: First line stops the scroll. Specific, surprising, pattern-breaking, or counterintuitive. Not generic.
- Body: 5-10 short lines. One idea per line. White space is the design.
- Proof: At least one specific number, named example, or data point.
- Takeaway: 1-2 lines giving the reader something they can use this week.
- CTA: A real question or a specific invitation. Not "thoughts?"

Constraints:

- Under 1,300 characters
- Do not start with "I"
- No hashtags in the body (I add them in the first comment)
- No emoji as decoration
- Banned: leverage, unlock, game-changer, dive into, landscape

Before drafting: give me the hook in one line so I can confirm the angle.

Prompt 2: The Long-Form Article

BLOG / ARTICLE

Role: You are my content strategist. Write a [WORD COUNT] article for our blog.

Audience: [PERSONA – title, seniority, industry, company size]

Voice: Direct, practitioner-level, opinionated, specific.

Funnel stage: [Top / Middle / Bottom]

Brief:

- Topic: [TOPIC]
- Primary keyword: [KEYWORD]
- The reader's problem: [SPECIFIC PAIN]
- The outcome they want: [DESIRED RESULT]
- The angle: [WHAT MAKES THIS DIFFERENT]

Structure:

- Open with the problem in the first 2 sentences. No throat-clearing.
- Include [N] specific, actionable steps, each implementable today.
- Include at least [N] real examples or data points.
- Short paragraphs only – 3 sentences max.
- End with a CTA toward [SPECIFIC ACTION].

Voice rules:

- Banned: leverage, synergy, unlock, empower, dive into, landscape, robust, seamless, cutting-edge, innovative, revolutionary
- Every sentence must teach, prove, or persuade. Delete filler.
- Grade 8 reading level.

Before drafting: outline the article in 5-7 bullet points and tell me the single most important takeaway. I'll confirm before you write.

Prompt 3: The Email Sequence

EMAIL SEQUENCE

Role: You are my email strategist. Write a [N]-email sequence.

Trigger: [WHAT EVENT STARTS THIS]

Segment: [WHO RECEIVES THIS AND WHY]

Goal: Move the reader from [CURRENT STATE] to [DESIRED STATE]

For each email, give me:

1. Subject line under 50 characters + 2 A/B variants
2. Preview text under 90 characters
3. Body copy under 200 words for nurture, 100 for transactional
4. ONE CTA (not two) with button text
5. Send timing – days/hours after trigger or previous email

Rules:

- Each email must deliver standalone value
- No "just checking in"
- Subject lines: specific over clever
- First line of body must hook – no "Hope you're doing well"
- Add a P.S. line on at least 2 of the emails

Before drafting: tell me the through-line of the sequence in one sentence – the argument that connects all the emails. I'll confirm.

Prompt 4: The Competitive Analysis

COMPETITIVE ANALYSIS

Role: You are my strategic analyst.

Below is raw competitive intelligence on [N] competitors. For each, give me:

1. Positioning – What are they saying about themselves? How has it shifted in the last 90 days?
2. Strengths – Where are they genuinely better than us? Be honest.
3. Vulnerabilities – Where are they weak? What are customers complaining about? Where are the gaps?
4. Recent moves – Product launches, pricing changes, partnerships, hires, content themes.
5. Implications for us – What should we consider doing differently?

Be direct. Do not hedge. If a competitor is beating us somewhere, say so. I need intelligence I can act on, not a balanced summary.

End with a single recommendation: if I could only respond to one of these competitors with one move in the next quarter, what should it be and why?

Raw data:

[PASTE PERPLEXITY OR RESEARCH FINDINGS]

Prompt 5: The Customer Voice Mining

CUSTOMER VOICE ANALYSIS

Role: You are my qualitative analyst.

Below are [DATA: support tickets / NPS comments / sales call transcripts / DM replies / survey responses] from our customers.

Analyze them and give me:

1. The exact phrases customers use to describe their problem. Verbatim. I want their language, not your paraphrase.
2. The exact phrases they use to describe the outcome they want. Verbatim.
3. The objections that come up most often.
4. The themes I might be missing – what is showing up in the data that I haven't been talking about?
5. Three sharp pieces of homepage or landing page copy I could pull directly from this data – not your invention.

Format the output as plain text I can paste into a doc. No tables, no hedging, no "this is interesting because..." Just the language.

Data:

[PASTE]

Prompt 6: The Repurposing Engine

CONTENT REPURPOSING

Role: You are my content strategist.

Take the long-form piece below and break it into derivative assets:

1. LinkedIn post – Hook + insight + takeaway. Under 1,300 characters.
Pull the most surprising or counterintuitive point.
2. Email snippet – 100-word excerpt for a nurture email. Standalone value, links to the full piece.
3. Twitter/X thread – 5-7 tweets walking through the key argument.
4. Three pull-quote graphics – 15 words max each, designed to work as text overlays.
5. Internal sales summary – 3 paragraphs explaining the key points and how to use this in conversations.

Original content:

[PASTE]

Prompt 7: The Brief Writer

BRIEF / SOP WRITER

Role: You are my marketing operator.

I need to brief [WHO – designer, freelancer, internal stakeholder]
on [WHAT – campaign, asset, project].

Background: [CONTEXT IN 3-5 LINES]

The deliverable: [WHAT YOU WANT BACK]

Success looks like: [SPECIFIC OUTCOME]

Deadline: [WHEN]

Write me a brief that is:

- Under 300 words
- Specific enough that they could start work without follow-up questions
- Includes the deliverable, the audience, the success criteria, the deadline, and any constraints (brand, technical, budget)
- Ends with the one thing that will make this fail if it's wrong

Tone: clear and direct. No corporate hedging.

06 Daily, Weekly, and Monthly Workflows

A great prompt run once is a parlor trick. The leverage comes from running the same workflows on a cadence so the system compounds. Here is the rhythm I run.

Daily (15-30 minutes)

- **Morning brief.** Open the Strategist project. Paste the day's calendar and any open threads. Ask: 'What should I be thinking about today that I'm not?'
- **Content production.** Open the Content Studio project. Run the LinkedIn or article prompt against today's topic. Edit. Schedule.
- **Inbox triage.** For complex emails or replies, draft in Claude first. The voice work compounds — by week three, you barely edit.

Weekly (90-120 minutes, usually Monday morning)

- **Performance review.** Export last week's analytics, email metrics, and social engagement. Drop into the Analyst project. Ask for one insight and one action.
- **Competitive scan.** Run the competitive analysis prompt with this week's findings from Perplexity or Google Alerts. Update positioning notes if anything shifted.
- **Content calendar.** Plan the week's content in Content Studio. Five LinkedIn posts, one or two longer pieces, email sends. Generate hooks and angles in batch.
- **Customer voice.** Run the customer voice prompt against the week's tickets, calls, or DMs. Update messaging notes

Monthly (3-4 hours, last Friday of the month)

- **Strategic review.** Open Strategist. Paste the month's performance summary. Ask: 'Based on this, what should I start, stop, or change next month?'
- **Positioning audit.** Run the positioning workshop prompt with current competitor language. Pressure-test the homepage, the lead magnets, the elevator pitch.
- **Prompt library refresh.** Review every prompt you ran this month. Anything producing generic output gets rewritten. Anything new that worked gets templated.
- **Project instructions audit.** Re-read the instructions in each of your five projects. Update with anything you've learned about your audience, voice, or strategy.

WHY THE CADENCE MATTERS

AI compounds when you run it on a rhythm. The first month you'll feel awkward. By month three, the projects know your voice better than your last freelancer. By month six, you'll wonder how you ever marketed without this loop running in the background.

07 Claude Beyond Chat: Cowork and Code for Marketers

Everything in this guide so far assumes you are using Claude through the chat window. That is where most marketers stop. It is also where you leave 80% of the value on the table.

Claude has two other modes that change what is possible: Cowork and Code. Both are included in your Claude Pro or Max subscription. Neither requires a developer to use. And together, they are the difference between Claude as 'a smart writing tool' and Claude as the operating system that actually runs your marketing.

This chapter is the marketer-friendly tour of both. No code. No terminal. Just what they are, what they do for you, and the workflows worth setting up first.

Cowork: Claude That Actually Does the Work

Cowork is a mode inside the Claude Desktop app. The simplest way to describe it is this: regular Claude tells you how to do the work. Cowork goes and does it.

You point Cowork at a folder on your computer and give it a task. It reads the files. It opens your browser to do research. It pulls from your connected tools — Gmail, Google Drive, Slack, HubSpot. It creates new files. It edits existing ones. You walk away. You come back to a finished deliverable sitting in your folder.

This is not a chatbot. It is an agent that produces real outputs in real applications. Real Excel spreadsheets with working formulas. Real Word documents with formatting. Real slide decks with actual slides. The difference matters because the moment your AI starts producing files instead of conversations, your job stops being copy-paste and starts being review-and-approve.

What Cowork Actually Does, in Plain English

- **Reads your local files.** Drop a folder of customer interviews, brand guidelines, past campaign reports, or quarterly numbers, and Cowork can analyze across all of them in one task.
- **Connects to your tools.** Toggle on connectors for Gmail, Google Drive, Slack, HubSpot, Notion, and others. No API keys. No code. Just authorize the connection and Cowork can read and act on those tools.
- **Browses the web.** Pulls competitive intelligence, trend data, or research on demand. Cites sources. Saves it as a file.
- **Runs scheduled tasks.** Set up a daily, weekly, or monthly task and Cowork runs it automatically. The competitive scan that used to be 30 minutes of your Monday becomes a report waiting in your folder when you wake up.
- **Takes commands from your phone.** Through Dispatch, you can fire a task from your phone while you're commuting and have the finished work waiting on your desktop when you get back.

THE BIG SHIFT

Regular Claude works in the chat window. Cowork works on your actual files, with your actual tools, on your actual desktop. It is the difference between an advisor and a colleague who can be trusted to ship work without you watching every keystroke.

5 Cowork Workflows Worth Setting Up First

These are the highest-leverage Cowork tasks for a marketing operator. Each one replaces an hour of your week. Stack them and you reclaim a full workday.

Workflow 1: The Monday Morning Competitive Brief

What it does: Every Monday at 7 AM, Cowork researches your top three to five competitors, checks for new content, pricing changes, product launches, and executive moves, and drops a one-page brief in your folder before you finish your coffee.

What you save: 30-45 minutes a week of manual scanning. Plus you walk into the week informed instead of catching up.

COWORK SCHEDULED TASK – COMPETITIVE BRIEF

Schedule: Every Monday at 7 AM

Task:

Research these competitors and produce a brief in
/Marketing/Competitive/:
[COMPETITOR 1, COMPETITOR 2, COMPETITOR 3]

For each, check the last 7 days for:

- New blog posts, LinkedIn content, or thought leadership
- Product announcements, feature launches, pricing changes
- Executive hires, departures, or organizational moves
- Customer reviews, complaints, or sentiment shifts on G2 / LinkedIn

Output: One Word doc titled "Competitive Brief - [DATE].docx" with a one-page summary. Use the brand voice file at
/Marketing/Brand/voice.docx
for tone. End with one section: "What this means for our positioning this week."

Workflow 2: The Performance Report

What it does: Every Friday afternoon, Cowork pulls last week's email metrics from Kit, social engagement from your tracking sheet, and traffic numbers from Google Analytics. Synthesizes them into a one-page report with one insight and one action.

What you save: 60-90 minutes of pulling, formatting, and writing. Plus the discipline of weekly review actually happens because the report is already done.

COWORK SCHEDULED TASK – WEEKLY PERFORMANCE

Schedule: Every Friday at 3 PM

Task:

Pull this week's marketing performance data and write a one-page report to /Marketing/Reports/.

Sources:

- Kit (last 7 days of email metrics: opens, clicks, unsubscribes by send)
- Google Analytics (traffic, top 10 pages by views, top 5 pages by conversions)
- /Marketing/Social/engagement-log.xlsx (LinkedIn post performance)

Output: A Word doc titled "Weekly Performance - Week of [MON DATE].docx"

with these sections:

1. Numbers that matter (table)
2. What worked this week (top 3, with why)
3. What underperformed (bottom 3, with hypothesis)
4. The one insight
5. The one action for next week

Use the brand voice file at /Marketing/Brand/voice.docx for tone.

Workflow 3: The Repurposing Engine

What it does: Whenever you publish a long-form piece, fire one prompt from your phone. Cowork reads the article, applies your brand voice, checks LinkedIn for your recent style, and produces a LinkedIn post, two email snippets, three social captions, and an internal team summary — all in your folder, all in your voice, in about 10 minutes.

What you save: 60-90 minutes per published piece. Multiplied by every piece you publish. This single workflow pays for the entire stack.

COWORK ON-DEMAND — REPURPOSING

Task:

Read the article at [PATH or URL]. Apply the brand voice file at /Marketing/Brand/voice.docx. Check my last 10 LinkedIn posts in /Marketing/Social/linkedin-archive/ for current style and what's worked.

Produce these files in /Marketing/Repurposed/[ARTICLE-SLUG]/:

1. linkedin-post.txt — under 1,300 characters, in my voice
2. email-prospect.txt — 100-word excerpt for cold prospect nurture
3. email-customer.txt — 100-word excerpt for existing customer audience
4. captions.txt — three social captions (under 240 characters each)
5. team-summary.txt — three-paragraph internal summary for sales

Do not invent statistics. Use only what's in the article.

Workflow 4: The Customer Voice Pipeline

What it does: Once a month, Cowork pulls every NPS comment, every support ticket, every sales call note, every survey response from the past 30 days. Clusters them. Pulls verbatim phrases. Produces a single document of 'how customers actually talk about their problem' in their words.

What you save: Hours of manual reading. More importantly, it gives you copy you'd never write on your own — straight from the customer's mouth.

Workflow 5: The Brief Builder

What it does: When you need to brief a freelancer, designer, or internal team member, fire a Cowork task. It reads the relevant strategy docs, brand guide, past campaign examples, and writes a tight one-page brief — already formatted, ready to send.

What you save: 20-30 minutes per brief. Across a marketing operation, that's a few hours a week.

Code: The Tool That Builds Tools

Claude Code is the more technical sibling. It originated as a coding tool, but in late 2025 marketers and operators started using it for things that had nothing to do with software development. Anthropic noticed, built Cowork to make those workflows accessible without a terminal, and now Code and Cowork share most of the same underlying engine.

So why would a marketer touch Code at all? Because for certain tasks, Code is still the sharper instrument. It is faster. It handles longer, more complex jobs. And it can build small custom tools that make the rest of your stack better.

You do not need to learn to code to use it. You need to install it once, ask it to do something in plain English, and watch it work.

What Code Does for Marketers (No Coding Required)

- **Builds custom assessments and lead magnets.** Describe the assessment you want. Code builds the entire thing — questions, scoring logic, results page, email automation. Done in an hour, not a week.
- **Cleans messy data.** Ten years of CRM exports, three CSV formats, duplicate contacts, inconsistent fields. Point Code at the folder. Tell it what clean looks like. It produces one clean file.
- **Builds personal automations.** The little workflows that would be perfect for Zapier if you had time to set them up. Code builds them in minutes.
- **Creates custom reports.** If you have data in spreadsheets and want a specific view of it that no off-the-shelf dashboard provides, Code writes the analysis once and you run it forever.
- **Generates landing pages and microsites.** Describe the page. Code writes the HTML, hosts it, and gives you a link. Fast lead-magnet pages without a designer or developer.

How to Get Started Without Touching Code

Install Claude Code from the Claude desktop app — it is now built right in. Open it. Type what you want in plain English. Examples that work today, written exactly how a non-technical marketer would write them:

STARTER PROMPTS FOR CLAUDE CODE

```
"I have a folder of 200 customer interview transcripts. Read them all and give me the top 10 phrases customers use to describe their problem, the top 5 objections, and 3 pieces of homepage copy I could pull verbatim from this data."
```

```
"I have a CSV of 5,000 newsletter subscribers in this folder. Half are duplicates with slightly different formatting. Clean it. Output one file with no duplicates, all emails lowercase, all names in title case, and a flag for any that look invalid."
```

"Build me a simple landing page for a lead magnet called 'AI Marketing Readiness Assessment.' Include an email capture form, a hero with the headline I'll give you, and a thank-you page. Host it so I can share the link."

"Read every email in /Inbox/2026-Q1/ and give me a summary of the top 5 themes my prospects are asking about. Group similar questions together. Tell me which themes I should write content about."

Where Code Beats Cowork (and Vice Versa)

They look similar from the outside. Here is when to reach for which one.

Reach for...	When the task is...	Why
Cowork	Recurring, simple, file-and-tool oriented	Easier interface. Lives where your work lives. Built for non-technical use.
Cowork	A scheduled report or competitive scan	Built-in scheduler. Set once, runs forever.
Cowork	Triggered from your phone (Dispatch)	Native phone-to-desktop handoff.
Code	Building a custom tool, page, or automation	Better at producing working software, even simple software.
Code	Heavy data wrangling or transformation	Faster, more capable on complex multi-step technical tasks.
Code	Anything you'd call 'one of those things I'd use Zapier for if I had time'	Builds it in minutes.

The Stack This Unlocks

Once Cowork and Code are running alongside chat, you have three modes of Claude working for you:

- Chat for thinking. Strategy, frameworks, drafts, conversation, reasoning. The mode you've used since Chapter 1 of this guide.
- Cowork for doing. Recurring reports, file work, research, repurposing, scheduled tasks, deliverables that need to land in folders and tools.
- Code for building. Custom assessments, automations, microsites, data cleaning, anything that needs a working tool at the end.

That is the shift. Most marketers are using one mode. The ones building real systems are using all three. The compound effect is not 3x — it is closer to 10x, because each mode unlocks work the others cannot do alone.

THE LEAP

If you stop reading this guide here and only ever use chat, you'll still be in the top 20% of marketers. If you set up two Cowork workflows and one Code project, you'll be in the top 1%. The gap isn't intelligence. It's whether you treated Claude as a writing tool or as an operating system.

08 Where Claude Beats Every Other AI for Marketing

People ask me which AI tool to use. The honest answer is: use the right one for the right job. Here is how I divide the work.

Task	Best Tool	Why
Long-form articles, strategy, frameworks, positioning	Claude	Holds context, follows complex instructions, pushes back.
Quick brainstorming, headline volume, idea generation	ChatGPT	Faster for breadth. Use Claude to refine the best ideas.
Real-time research, current data, fact-checking	Perplexity	Searches the web with citations. Claude doesn't.
Custom imagery, hero images, illustrations	Midjourney	Best-in-class image generation. Pair with Claude for prompts.
Video / podcast editing, transcription	Descript	Edit video by editing the transcript. Claude can't touch video.
Quick copy variants, formatting, mechanical tasks	ChatGPT	Good utility player for high-volume short tasks.
Voice-sensitive copy, brand-aligned writing	Claude	Follows voice rules better than alternatives. The reason it's the brain.
Customer feedback synthesis, qualitative analysis	Claude	Spots patterns in long, messy text inputs others miss.

The Tool Stack Around Claude

Claude is the brain. The rest of the stack is the body. Here is the minimum viable team that works with Claude as its center of gravity.

- **Perplexity Pro (\$20/mo)** — real-time research and source verification. Pair with Claude for any analysis that depends on current data.
- **ChatGPT Plus (\$20/mo)** — the utility player for fast-turn tasks where breadth beats depth.
- **Midjourney (\$10/mo)** — the visual creative director. Have Claude write the image prompts.
- **Descript (\$24/mo)** — video and audio production without an editor on staff.
- **Canva Pro (\$13/mo)** — the in-house graphic designer for everything that isn't a custom illustration.
- **Kit (\$29+/mo)** — the email engine. Claude writes the sequences. Kit sends them.

Total stack: under \$300 a month. The same setup that ran every part of my marketing operation last year.

09

The Mistakes That Make Claude Sound Like AI

Every AI-generated marketing piece I see in the wild has the same tells. Once you can spot them, you cannot un-see them. And every one of these is fixable in editing — or better, in prompting.

Tell 1: The Em-Dash Cluster

AI loves em-dashes. It will use four of them in a paragraph. Real writers use one or two per page. Search your draft for '—' before publishing. Cut at least half.

Tell 2: The Triple-List Reflex

'Three things matter here.' 'Two key takeaways.' 'Five steps to follow.' AI lists everything in threes and fives because the training data does. Vary it. Sometimes the answer is one thing. Sometimes it is six. Force the structure to follow the content, not the other way around.

Tell 3: The Empty Adjective

'Robust framework.' 'Comprehensive analysis.' 'Powerful insights.' These adjectives carry no information. They are filler. Cut every one. Replace with a number, a noun, or nothing.

Tell 4: The Setup Sentence

'In today's increasingly competitive marketing landscape, brands are looking for new ways to engage their audiences.' This is the AI equivalent of clearing your throat. Delete it. Start with the actual point.

Tell 5: The Hedge

'This could potentially help...' 'It might be worth considering...' AI hedges because it has been trained to be safe. Marketing copy that hedges does not convert. Replace 'could' with 'will.' Replace 'might' with 'does.' Be willing to be wrong out loud.

Tell 6: The Closing Question

'What's your take?' 'How do you approach this?' 'Curious to hear your thoughts.' AI ends with a question because engagement frameworks tell it to. Real people end with a point or a P.S. or a CTA. Cut the question.

Tell 7: The Buzzword Stack

Any sentence that contains 'leverage,' 'unlock,' 'transform,' 'empower,' or 'innovative' should be deleted and rewritten. These words used to mean something. Now they signal generic AI output.

THE 80/20 OF EDITING AI

Run a find-and-replace pass for em-dashes, banned words, hedges, and setup sentences. That alone gets you 80% of the way to writing that doesn't sound like AI. The remaining 20% is the personal stories, specific examples, and original insights only you can add. That is where thought leadership actually lives.

10 The 30-Day Implementation Plan

Reading this guide does nothing. Building the system does. Here is the exact 30-day path from zero to a Claude-powered marketing operation.

Week 1: Setup

- **Day 1-2.** Sign up for Claude Pro. Read this guide end-to-end with a notebook open.
- **Day 3.** Write your brand voice block. Use the template in Chapter 2 as your starting point. Customize it to your business.
- **Day 4.** Build your Strategist and Content Studio projects. Upload reference files. Test each with one sample prompt.
- **Day 5-7.** Run three real tasks through your projects — one strategy question, one piece of content, one email. Note where the output works and where it doesn't. Refine the instructions.

Week 2: Library

- **Day 8-10.** Copy every prompt from Chapter 5 into a single document. Customize each one for your business — replace placeholders, add your specific banned words, add your audience details.
- **Day 11-12.** Run each prompt at least once on a real task. Refine based on output. Save the improved version.
- **Day 13-14.** Add the Campaign Builder, Analyst, and Operator projects. Set up their instructions and test each with a real task.

Week 3: Workflows

- **Day 15-17.** Adopt the daily workflow. 15-30 minutes a day running content, brief writing, and inbox triage through Claude.
- **Day 18-19.** Run your first weekly review. Performance data through the Analyst. Competitive scan through the Strategist. Content calendar through the Content Studio.
- **Day 20-21.** Audit what's working and what isn't. Update the project instructions and prompts based on real usage.

Week 4: Beyond Chat

- **Day 22-23.** Install the Claude Desktop app. Switch to Cowork mode. Run one simple task to get familiar — point it at a folder of customer feedback and ask for a synthesis.
- **Day 24-25.** Set up your first scheduled Cowork task. Pick the one that gives you the most weekly time back — usually the Monday competitive brief or the Friday performance report.
- **Day 26-27.** Open Claude Code from inside the desktop app. Build one small thing — a custom report, a data cleanup, or a simple landing page. Prove to yourself it works without writing a line of code.
- **Day 28-30.** Run your first monthly review. Calculate the time saved across chat, Cowork, and Code. Compare your output volume in week 4 to a typical pre-Claude week. Document the gap. That gap is the ROI of your AI marketing engine.

THE 30-DAY CHECKPOINT

By day 30 you should have: five working Claude projects, a customized prompt library of 7+ tested prompts, a daily and weekly cadence you actually run, at least one Cowork scheduled task running automatically, one Code project shipped, and content output 3-5x what you produced before. It will not be perfect. It will be operational. And operational beats perfect every single time.

11 What to Do Next

You now have the system. Five projects. A prompt library. The workflows that compound. The discipline to edit out the AI tells before publishing.

If you are the kind of operator who builds things, the rest is execution. Block the time. Set up the projects. Run the workflows. Six months from now you'll be embarrassed at how you used to work.

If you are not — if you have read this and the first thought is 'I don't have time to set this up,' or 'my team needs to do this but they won't' — there are two ways I can help.

Option 1: Build It With You

A 90-day consulting engagement where I work directly with you and your team to build out the entire AI marketing operating system. Project setup, prompt library customized to your brand and audience, workflow documentation, team training, and ongoing optimization. By the end of 90 days, your team is running the system independently and you have a measurable productivity lift across content, campaigns, and analytics.

This is the right fit if you have a marketing team and want to make AI core to how they operate, not a side experiment.

Option 2: Build It For You

A done-for-you engagement where I build, run, and optimize your AI marketing engine while you focus on strategy and customers. Monthly retainer. We agree on the outcomes — content volume, lead generation, pipeline contribution — and I handle the system that produces them.

This is the right fit if you are a founder, solo operator, or small team who needs the output without the build time.

Either Way, Start With a Conversation

If you are even mildly curious whether one of these is right for you, book a 30-minute call. No deck. No pitch. We'll look at what you're trying to accomplish, what you have in place today, and whether AI as a system makes sense as the next move.

If it does, I'll tell you which option fits. If it doesn't, I'll tell you that too.

Get in Touch!



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ABOUT ME



My mission is simple: help marketers become the most valuable person in the room. AI is not coming for your job. But a marketer who knows how to build AI systems will take it from you.

APEX CX exists to make sure you are that marketer. Through playbooks, frameworks, and hands-on implementation guides, I help individual marketers and small teams build AI-powered marketing systems that let them operate at 10x their current capacity. Not by working harder.

By building smarter. The marketers who master these systems in the next 12 months will have a compounding advantage that the rest of the industry will spend years trying to close.

