

Claude for Marketing

Build a full campaign, live, in one hour. We start with an empty Claude window and finish with a page, a list, five emails and two posts that are actually real.

OPEN

Who you're listening to

SCOTT MURTAUGH

Growth Process Automation



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It is not a starting problem. It is a **execution problem.**

Four minutes to get a decent draft out of any chat tool. Two days to get it live.

The two days is the page builder, the email tool, the scheduler and the CRM. Every handoff is a copy, a paste, and a chance for the campaign to stop being one campaign.

Every AI feature you have been sold optimized the four minutes and ignored the two days. Today we do the two days in about an hour, and **time spent marketing goes up.**

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What you walk away with

Claude set up so it knows **your business**, not just the internet

One campaign brief that every other asset is built from

A live registration page, a campaign, emails and posts. All real

The Skills Pack: including the ones you watch today. Free, after the session

The loop you already run

Plan

Decide what the campaign says

Create

Make the page, the emails, the posts

Execute

Get it live

Measure

Find out what worked, then plan again

Most AI demos stop after Create. Today we run all four.

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This is a live build, not a talk

We start from an **empty Claude chat**

Things may break. That is the useful part

Ask questions in the chat. We have a moderator watching

You can build along or just watch. Both work

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Check two things right now

A paid Claude plan

Not the free tier.

The Claude desktop app

Not a browser tab.

Desktop is the one that can create and read files on your computer. That is the whole setup.

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Three words you will hear today

Projects

Skills

Connectors

OPEN

Want to build along? One paste.

Link is in the chat

Paste one line into Claude and it installs the pack itself

No downloads, no settings hunt, no code

```
Fetch https://amber-otter-oszj.agentpub.io/install and follow it to set up the Claude for Partner  
Marketing skills pack. Then offer to set up the partnership.
```

01

Setup

Teach Claude your business. Ten minutes,
no connectors.

Claude does not know your business yet

It has read most of the internet. It has read **none of your files**

That is why AI copy sounds like AI copy

It is not a prompting problem. It is a **context problem**

Fix it once, in a file, and every job after that gets better.

Run the setup skill

Point it at your website and it drafts most of the answers

You confirm, then fill only the gaps: **who it is NOT for** , a writing sample, banned phrases, who approves

It writes two files you own and can edit

```
Run marketing setup. Our website is INSERT WEBSITE. Read the site first and draft what you can.
```

```
I'll confirm and fill the gaps.
```

What it made

COMPANY-CONTEXT.MD

What you sell, who you sell to

Pricing, positioning, and the line most teams skip: who this is not for.

This is the asset. A fractional CMO charges for this document.

MARKETING-CONTEXT.MD

How you sound

Voice, tone, and the words you never use. Plain text you can open, fix and hand to a teammate.

02

Plan

One file the whole campaign is built from. Ten minutes.

The brief is the campaign

One file, written first

Every asset after this is **generated from it**

You decide things once, not four times in four tools

Change the brief and everything downstream changes with it.

Run the brief skill

Who is this for

What do they get if they show up. **This becomes the one sentence everything reuses**

When is it

How will you know it worked. **It will not finish without this answer**

```
Write the campaign brief for Claude for Marketing 102: a live webinar on [DATE] at 1:00 PM ET with Marc Ferrentino and Scott Murtaugh. Goal: 100 registrations. Channels: email, LinkedIn, . Give me three hook options.
```

The finished brief

The hook, the audience, the dates, the offer, the channels, the measurement plan

Read it out loud. If it is wrong here, it is wrong everywhere

Fix it now, in one place

03

Create

Every asset, from the one brief. Four minutes.

Now say **three words.**

```
Build it all.
```

Every email and every post gets written here, in Claude, in your voice. The Quotient agent starts assembling the event and the emails first. That takes minutes, so it cooks while we keep building.

04

Execute

It lands. Fifteen minutes.

Watch it land

The campaign appears, **carrying the brief**, with tasks and deliverables

Social posts, written for each platform, sitting as drafts

The emails are still cooking. The agent is assembling them from the copy Claude wrote

Nothing ships without you

Everything arrives as a **draft**

A person approves before anything sends or publishes

That is a feature, not a limitation

Build the registration page, live

The one thing the marketing tool cannot do, so Claude does it

It asks one question first: **do you want to know where each signup came from**

Say yes and every channel gets its own link

The emails land

Five emails, assembled by the agent **while we built the page**

Every word written in Claude. The tool put it in the template

Marc opens one, makes a human edit, schedules it

Sixteen minutes of assembly. Zero minutes of waiting.

05

Measure

What actually happened. Four minutes.

The campaign that got you here

How many people registered, and what the room looks like **in aggregate**

No names, no individual data

We did not tag sources on this one, so we can count signups but **not attribute them**

That is the mistake you cannot fix afterward. It is why the page skill asks you first

CLOSE

What you take home

01 The Skills Pack: 15 skills, including everything you watched today

02 The two-context-files pattern, copyable tonight

03 A 102 session: artifacts, scheduled jobs, the measure loop

04 Thirty minutes with a marketing engineer, free if you were here

CLOSE

Questions

System questions first, tool questions second. What are you stuck on right now?



Open Claude tomorrow and type: run marketing setup