QUICK GUIDE

10 Claude Code Tips for Marketers

Build workflows that compound—not just chat with an AI.

Before You Start: Install Claude Code

MACOS / LINUX

```
curl -fsSL https://claude.ai/install.sh | bash
```

WINDOWS

```
irm https://claude.ai/install.ps1 | iex
```

HOMEBREW

```
brew install --cask claude-code
```

Note: these tips assume you have Claude Code installed and are willing to use a terminal, CMUX, Ghostty, or the Claude Code Desktop app.

1

CLAUDE.md

Your marketing team's onboarding doc — written once, read every session.

Claude reads CLAUDE.md at the start of every session. Use it to establish your standards, tools, tone, and project-specific rules. Write it once, maintain it as standards evolve, and use folder-level copies for progressive disclosure.

Example: "Read the files in this folder and write a CLAUDE.md that captures the conventions you see."

Brand Voice Rules
Active voice, sentence length cap, banned phrases

Style References
Link to your brand guidelines

Output Conventions
Where drafts go, naming format

Review Checklists
"Before saving, check: hook, evidence, CTA"

2

Skills

Custom slash commands that run with full codebase context.

Skills are like Zapier zaps that run inside Claude Code. Use the skill-creator skill (yes, a skill that creates skills) to generate new ones in minutes — every skill you build pays back every time you run it.

Example: Every /repurpose run turns one blog post into a social pack in under a minute.

/draft-newsletter
Pulls research, applies voice, drafts the structure

/repurpose
1 asset → newsletter blurb + 3 social posts + LinkedIn

/competitor-snapshot
Pulls a competitor's recent content, summarizes themes

/humanizer
Light edit to match your voice and polish

Building the foundation

Tips 3–6 of 10 — the layer everything else compounds on.

3

Sub-Agents

Spawns 2-5 specialists working in parallel.

Map agents to team roles: Research Agent pulls sources, Draft Agent writes against CLAUDE.md, Review Agent fact-checks, Packaging Agent formats for CMS. Lead agent coordinates and merges results.

Example: Start with 2 agents; most marketing work never needs more than 4.

Lead — Research Draft Review Package

4

MCP Servers

Wires Code to Drive, Notion, Slack, GitHub & more.

Once wired, Claude reads reference docs, pulls repos, posts Slack threads, logs tasks to Asana, pushes to WordPress — without you leaving Code. Set up once, use every session.

Example: Reduces context-switching by roughly 80% once your core tools are connected.

Code — Drive Notion Slack GitHub

5

claude -p

Non-interactive mode, runs on your subscription.

Pipe text through Claude from the command line at zero per-token cost, then chain with cron or shell scripts for overnight jobs. High-volume content ops use this exclusively.

Example: cat blog.md | claude -p "extract 3 social hooks"

6

Routines

Cloud scheduler that fires 24/7, laptop closed.

Routines run on Anthropic's infrastructure, so they keep firing even when your laptop is off, in a meeting, or in airplane mode — unlike Cowork's scheduled tasks, which need your laptop awake.

Example: A 7am brief that reads email, Slack, and calendar before you're at your desk.

Guardrails & dispatch

Tips 6–8 of 10 — routines continued, hooks, and Slack dispatch.

ROUTINES, CONTINUED

Daily Morning Briefs
Competitive scans, mention monitoring, calendar prep before you sit down

Weekly Reporting Jobs
Aggregate analytics from multiple platforms automatically

Content Publishing Jobs
Post the draft Tuesday at 9am on a schedule

Triggered Jobs
Fire on GitHub events, like "when a PR opens, run a review"

7

Hooks

Shell commands that fire before or after Claude Code actions.

Hooks sound technical, but they turn Claude Code from a chatbot into something that enforces your standards — used every day to save hours.

Example: A review hook that won't let a draft ship until a critic agent signs off.

Personality Hook
Injects your brand voice rules into every prompt automatically

Review Hook
Blocks Claude from finishing until a fresh-context critic reviews the output

Chief of Staff Hook
Schedules and time-blocks your calendar automatically

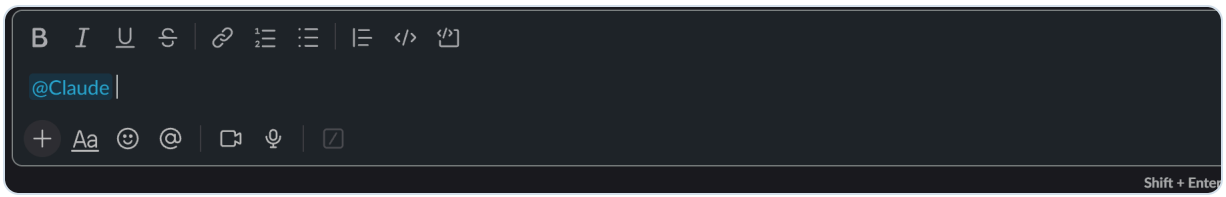
8

@Claude in Slack

Mention it in a channel, get a PR or artifact back.

For a team that ships content via GitHub, this closes a loop Cowork cannot.

Example: "@Claude draft a recap of this meeting and log it to OUTPUTS."



Portability & handoff

Tips 9–10 of 10 — move across devices, then hand off to Cowork.

9

`--teleport`

Moves a running session across devices.

Sessions aren't tied to a single surface — start a long-running task anywhere and pick it up on any device.

Phone Morning › Watch It Run › Terminal at Desk › CMS via MCP

10

`Code → Cowork`

Package Code skills as plugins for teammates.

Build a skill in Code that pulls from your CRM and applies your tone. Wrap it as a Cowork plugin so account managers can run it without ever opening a terminal.

- **Build** — Create a skill that pulls from your CRM.
- **Package** — Wrap it as a Cowork plugin.
- **Install** — Teammates install it in their Cowork.
- **Run** — Used after every meeting, no terminal.

Quick start

1. Open terminal in your work folder and run claude.
2. Ask it to write a CLAUDE.md from what it sees, then answer its 3 clarifying questions.
3. Answer the questions: brand voice, output format, review standards.
4. Try a real task using your voice from CLAUDE.md, then refine based on what felt off.

Your move this week

Write one CLAUDE.md for your main work folder, then run one real task against it. Everything else on this sheet compounds from that first hour.