



Claude AI Workflow and Prompt Kit for Marketers

This kit helps you apply Claude within repeatable marketing workflows. Each template includes a goal, what to input, and a copy-and-customize prompt you can share with your team.

Quick start checklist

Use this checklist to get started without overhauling your entire marketing process. It helps you pilot Claude in a controlled way before expanding usage across your team.

- Choose one workflow to pilot this week
- Collect inputs (such as notes, data, and examples) before prompting
- Add brand context (like your brand voice, exclusions, and examples)
- Review outputs with a human editor and marketer before publishing
- Save winning prompts in a shared library

Copy-and-customize prompt templates

These templates are designed for common marketing workflows where Claude adds the most value. Each prompt gives you a structured starting point you can adapt to your industry, audience, and brand.

1. Customer conversation synthesis

When to use it: You have a lot of customer text across channels, and you need to identify patterns and recurring questions.

Sample prompt:

Analyze these customer conversations from **[add channels here, such as email, chat, and social]**. Identify top themes, repeated phrases, objections, and friction points. Output: (1) top themes, (2) theme → sample language → recommended content fix.

2. Brand-safe blog brief

When to use it: You want a strong outline and constraints before writing.

Sample prompt:

Using the brand voice and exclusions below, create a blog brief on **[topic]**. Include audience intent, SEO questions to answer, recommended outline, tone guidance, and topics to avoid.

3. SEO clustering and intent mapping

When to use it: You already have keywords and need organization.

Sample prompt:

Cluster these keywords by topic and intent. Map each cluster to funnel stage, and recommend content type. Present your output in a table.

4. Campaign messaging by channel

When to use it: You need different messaging angles across channels and want to address channel-specific objections.

Sample prompt:

Given this offer and audience, suggest messaging angles by channel (email, paid search, landing page). Include objections, emotional drivers, and recommended CTA language. **[Include ICP details, audience segmentation, and channel notes]**

5. Data analysis and synthesis

When to use it: You have lots of data or summaries, and you need an executive-level takeaway.

Sample prompt:

Synthesize these performance summaries. Identify key insights, trends, drivers, and action items. Write your output as an executive summary with bullet points and key actions by channel in list format.

Brand-safety checklist

Use this checklist before sharing or publishing AI-assisted work. It helps you catch issues that tools like Claude can't reliably flag on their own.

- Does this claim require a source?

- Does this match our brand voice?

- Did Claude introduce facts we didn't provide?

- Would we be comfortable sending this to a client as-is?

- What would a subject-matter expert change?