

CLAUDE CODE MARKETING PLUGIN PLAYBOOK

How to Stack Marketing Skills + Brand Kit
So Claude Markets Like It Knows Your Business

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01

Install the Marketing Skills Plugin

The Marketing Skills plugin gives Claude 34 specialized marketing capabilities - copywriting, CRO, SEO, ad strategy, positioning, and more. One command and it's loaded.

Prerequisites:

- > Claude Code installed and running (Anthropic's CLI tool)
- > Node.js installed (for the npx command)

Install in one command:

```
npx skills add coreyhaines31/marketingskills
```

That's it. Claude Code downloads the skill pack and registers all 34 skills into your session. No config files, no API keys, no setup.

What you get:

- > Copywriting frameworks (PAS, AIDA, story-based)
- > CRO analysis and landing page optimization
- > SEO content strategy and keyword research
- > Ad copy for Google, Meta, and LinkedIn
- > Brand positioning and messaging strategy

PRO TIP

Run `/skills list` inside Claude Code to verify all 34 skills loaded correctly.



02

Stack It With the Built-In Design Skill

Claude Code has a built-in skill called `/frontend-design` that forces design-first thinking. When you combine it with marketing skills, Claude handles both the look AND the messaging.

What `/frontend-design` does:

- > Forces bold aesthetic direction BEFORE writing code
- > Eliminates generic AI-slop layouts and fonts
- > Adds animation, texture, and spatial composition
- > Produces production-grade, distinctive interfaces

How to combine them:

Just use both in the same session. Claude automatically layers the marketing strategy (messaging, copy, CTA placement) on top of the design skill (typography, layout, motion). Example:

```
> Build a landing page for my AI consulting agency.  
> Use the marketing skills for copy and  
> /frontend-design for the visual direction.
```

Design skill handles aesthetics. Marketing skills handle messaging. Together, you get pages that look premium AND convert.

PRO TIP

Design skill = how it looks. Marketing skills = what it says. Use both every time.



03

Generate Your Brand Kit PDF

Now tell Claude to build a brand kit document using fpdf2. This gives Claude a concrete reference it can read every session - your colors, fonts, logo, tone, and audience in one place.

Example prompt:

```
> Create a brand kit PDF for my business using  
> fpdf2. Include my brand colors, fonts, logo  
> path, tone of voice, target audience, and  
> messaging guidelines. Save it as brand-kit.pdf
```

Claude will generate a Python script that produces a clean, branded PDF with all your brand assets documented.

What goes in the brand kit:

- > Primary and accent colors (hex codes)
- > Font families for headings, body, and code
- > Logo file path for automated placement
- > Tone of voice (professional, casual, bold, etc.)
- > Target audience and ICP description
- > Key messaging pillars and taglines

The PDF becomes a single source of truth that Claude can reference in any future session.

PRO TIP

Need fpdf2? Run: `pip install fpdf2` - it's the same tool that generated this playbook.



04

Lock It Into CLAUDE.md

The final step: tell Claude about your brand kit in CLAUDE.md so it's automatically loaded every session. No more repeating yourself. No more off-brand output.

Move your brand kit into the workspace:

```
mv brand-kit.pdf .claude/brand-kit.pdf
```

Add this block to your CLAUDE.md:

```
## Brand Kit
Always reference .claude/brand-kit.pdf before
generating marketing copy or client-facing content.
Key rules:
- Use brand colors and fonts from the kit
- Match the documented tone of voice
- Include logo on all generated assets
```

What this unlocks:

- > Every session starts with your brand context loaded
- > Marketing copy, landing pages, and assets stay on-brand
- > No more re-explaining your colors, fonts, or audience
- > Works across every project in this workspace

PRO TIP

Use `~/.claude/CLAUDE.md` (global) to apply branding across ALL your workspaces, not just one.



NOW CLAUDE MARKETS LIKE IT KNOWS YOUR BUSINESS

- > 34 marketing skills loaded and ready to use
- > Design-first thinking that eliminates AI slop
- > A brand kit PDF Claude can reference every session
- > CLAUDE.md locked in so nothing drifts off-brand
- > One setup, permanent leverage across all projects

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