

TURN CLAUDE INTO YOUR MARKETING TEAM

50 free marketing skills • install steps • 5 copy-paste prompts

WHAT YOU NEED

- A paid Claude plan (Pro, Max, Team or Enterprise) with Code execution and file creation turned on in Settings.
- About five minutes. The skills are free and open source (MIT license), built by Corey Haines.

INSTALL IN 4 STEPS (Claude on the web or desktop app)

1

Download the skills

Go to github.com/coreyhaines31/marketingskills. Click the green Code button, then Download ZIP. Unzip it on your computer.

2

Zip one skill folder

Open the skills folder and pick a skill, like prospecting. Right-click that folder and compress it to a ZIP. The folder with SKILL.md inside has to be the top level of the ZIP.

3

Upload it to Claude

In Claude go to Settings, then Capabilities, then Skills, then Upload skill. Pick your ZIP and switch the skill on.

4

Just ask

Type what you need in plain English and Claude loads the right skill on its own. Or be direct: "Use the cold-email skill to write..."

Using Claude Code instead? One command each:

```
npx skills add coreyhaines31/marketingskills -a claude-code
```

or inside Claude Code:

```
/plugin marketplace add coreyhaines31/marketingskills
```

```
/plugin install marketing-skills
```

Safety tip: only install skills from sources you trust, and skim the SKILL.md file inside before you upload it. These come from a well-known open source repo with 50,000+ stars.

THE 5 SKILLS THAT DO THE HEAVY LIFTING

Copy a prompt, fill in the [BRACKETS], paste it into Claude

1

Prospecting

skill: prospecting

Builds a scored list of ideal customers, with the source for every lead.

Use the prospecting skill. I sell [YOUR SERVICE] to [TYPE OF BUSINESS] in [CITY]. Build me a list of 25 qualified prospects. For each one tell me why they are a fit, where you found them, and the best way to reach them.

2

Cold Email

skill: cold-email

Writes B2B outreach and follow-ups built to get replies.

Use the cold-email skill. Write a 3-email sequence to [JOB TITLE] at [TYPE OF BUSINESS] offering [YOUR OFFER]. Keep each email short and personal, and end each one with a single simple question.

3

Copywriting

skill: copywriting

Rewrites your homepage and landing pages so visitors take action.

Use the copywriting skill. Here is my current homepage text: [PASTE TEXT]. Rewrite it so a first-time visitor knows in five seconds what I do, who it is for, and what to do next.

4

SEO Audit

skill: seo-audit

Finds the issues holding your site back in search, with the fixes.

Use the seo-audit skill. Audit my website [YOUR URL]. Give me the ten fixes that matter most, ranked by impact, with the exact change to make for each one.

5

Ads

skill: ads

Plans the campaign, keywords and ad copy for Google, Meta and LinkedIn.

Use the ads skill. Plan a Google Ads search campaign for [YOUR SERVICE] in [CITY] with a budget of [AMOUNT] a month. Give me the keywords, three ad variations, and what the landing page should say.

ALL 50 FREE MARKETING SKILLS

github.com/coreyhaines31/marketingskills

Strategy & planning

marketing-plan, marketing-ideas, marketing-psychology, marketing-council, marketing-loops, offers, pricing, launch, product-marketing

Content & copy

copywriting, copy-editing, content-strategy, social, image, video, emails, sms, cold-email

SEO & discovery

seo-audit, ai-seo, programmatic-seo, site-architecture, schema, competitors, directory-submissions

Conversion & testing

cro, signup, onboarding, popups, paywalls, ab-testing

Paid & distribution

ads, ad-creative, events, influencer-marketing, public-relations, co-marketing, community-marketing, referrals

Measurement

analytics, attribution

Sales & growth

prospecting, sales-enablement, revops, lead-magnets, free-tools, customer-research, competitor-profiling, churn-prevention, aso

BONUS: tools that pair with these skills

Blotato (posts your content everywhere for you): blotato.com/?ref=SocialMedia

Instantly (sends the cold emails your skill writes): refer.instantly.ai/coldcrm

Want the customers to go with the marketing?

- Free community, Unlimited Leads: skool.com/unlimitedleads
- Find + verify B2B and consumer leads: EmailClik.com (free forever version)
- Hire me on Fiverr (7,400 orders, 4.9 stars): fiverr.com/keith8935

I sell ready-made lead lists. Message me LIST on Facebook or Instagram.