

THE IGNITING STUDIO

5 Marketing Skills for Claude Code

A starter pack of ready-to-use AI marketing skills. Drop them into your project, and Claude Code becomes a marketing teammate who follows your rules every time.

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1. What are Claude Code skills?

If you have used ChatGPT, you know the drill: you write a detailed prompt, get decent output, then next time you write the same prompt again. And again. And it comes out slightly different every time.

Skills fix that.

A skill is a markdown file that tells Claude Code exactly how to perform a specific task. You write the instructions once. Claude follows them every time. Same quality, same structure, same rules. No re-prompting.

Think of skills like playbooks for your marketing workflows. Instead of explaining your requirements from scratch every session, you just say "run the caption writer skill." Done.

WHY SKILLS BEAT PROMPTS

- **Consistency.** The same skill produces the same quality whether you run it Monday morning or Friday at midnight.
- **No memory loss.** Prompts get lost between sessions. Skills are files in your project folder, always there.
- **They stack.** Skills can call other skills. The weekly content generator can call the humanizer as a final pass automatically.
- **They improve.** When you notice something off, you edit the skill file. The fix is permanent.

2. How to install

This takes about 60 seconds.

Step 1: Create the skills folder

In your project folder (the one you open in VS Code), create this path:

```
your-project/  
  .claude/  
    skills/
```

If the `.claude` folder already exists from the Claude Code Setup Guide, just add a `skills` folder inside it.

Step 2: Copy the skill folders

Copy each skill folder from this download into `.claude/skills/`. Your structure should look like this:

```
your-project/  
  .claude/  
    skills/  
      humanizer/  
        SKILL.md  
      weekly-content/  
        SKILL.md  
      hashtag-research/  
        SKILL.md  
      brand-voice-builder/  
        SKILL.md  
      topic-ideas/  
        SKILL.md
```

Step 3: Use them

Open Claude Code and ask it to run any skill by name:

- "Run the humanizer on this text"
- "Generate weekly content for my brand"
- "Research hashtags for my niche"
- "Build my brand voice guide"
- "Suggest topic ideas for this week"

GOOD TO KNOW

Claude Code automatically detects skills in the `.claude/skills/` folder. No configuration needed.

3. The 5 skills

Skill 1: Humanizer

What it does: Scans any text for the 10 most common AI writing patterns and rewrites it to sound like a real person wrote it.

The problem it solves: AI text has tells. Groups of three. Synonym cycling. Words like "delve" and "landscape" and "tapestry." Significance inflation ("this marks a pivotal moment"). Most people cannot spot these patterns in their own output, but readers can feel that something is off.

How it works: The skill checks your text against 10 specific pattern categories, flags every instance, rewrites the flagged sections, then runs a "soul check" to make sure the rewrite actually sounds human.

The 10 patterns it catches

1. Significance inflation	2. AI vocabulary words
3. Superficial -ing phrases	4. Promotional language
5. Em dash overuse	6. Bold/list formatting abuse
7. Filler phrases	8. Generic conclusions
9. Chatbot artifacts	10. Staccato fragments

Example

<p>BEFORE (AI)</p> <p><i>"This comprehensive and robust solution leverages cutting-edge AI to seamlessly streamline your marketing workflow, setting the stage for unprecedented growth."</i></p>
<p>AFTER (HUMANIZER)</p> <p><i>"It saves you about 3 hours a week on content. Here is how."</i></p>

WHEN TO USE

Any AI-generated text that will be published or sent to someone. Captions, proposals, blog posts, emails, video scripts, LinkedIn posts, client deliverables.

Skill 2: Weekly Content Generator

What it does: Generates a full week of social media content with professional content briefs for each post.

The problem it solves: Planning a week of content means juggling platforms, content pillars, format variety, posting times, and making sure you are not repeating yourself. Most people either spend hours on this or skip it and post randomly.

How it works: The skill reads your project files (CLAUDE.md, style guide, past content) to understand your brand, then walks through a structured process: checks your content pillars, applies your content mix ratio (value vs. promotional), plans the full week before writing anything, and generates a professional brief for each post.

What each content brief includes

- ✓ Platform, date, and suggested posting time
- ✓ Content pillar tag
- ✓ Format choice with rationale (why a carousel vs. a reel for this specific post)
- ✓ Content type (value vs. promotional)
- ✓ Full caption/copy in your brand voice
- ✓ Visual description detailed enough for a designer or Canva user
- ✓ Researched hashtags (all lowercase)

PLATFORM-AWARE

Knows the formatting rules for LinkedIn (plain text, no markdown), Instagram (5 hashtags max), TikTok (short captions, hook-focused), and Facebook (link posts, casual tone).

Skill 3: Hashtag and Caption Keyword Research

What it does: Researches the right 3-5 hashtags AND optimizes your caption keywords for discovery. Built around how platforms actually work in 2025-2026.

The problem it solves: Most hashtag advice is years out of date. Instagram hard-capped hashtags at 5 in late 2025 and removed hashtag following. Adam Mosseri publicly stated hashtags no longer drive reach. The game has changed, and keyword-rich captions now generate roughly 30% more reach than hashtag-heavy posts.

How it splits the work

Caption keywords (80% of effort): Searches for the exact words and phrases your target audience types into platform search bars. Finds primary keywords, long-tail phrases, and problem/question keywords. Groups them by content type so you know which keywords fit educational posts vs. personal stories vs. product posts.

Hashtags (20% of effort): Finds 5-8 relevant hashtags per platform using a category system: niche (most valuable), broad (use sparingly), community, branded, and trending. Creates ready-to-copy sets for common post types.

KEY FACTS BAKED INTO THE SKILL

- **Instagram:** 5 hashtags max (hard cap, enforced by the platform)
- **TikTok:** 3-5 hashtags, algorithm prioritizes audio and on-screen text
- **LinkedIn:** 3-5 hashtags, function as SEO keywords (following was removed)
- **All platforms:** Always lowercase, always researched via web search, never invented

Skill 4: Brand Voice Builder

What it does: Creates a complete, actionable brand voice guide that any AI tool (or human writer) can follow to produce consistent writing.

The problem it solves: "Friendly and professional" is not a voice guide. It describes half the brands on the internet. Without a specific, detailed style guide, every piece of content sounds slightly different.

Two modes

Mode A (Content Analysis): You provide 5-8 pieces of existing content. The skill analyzes vocabulary, sentence structure, opening patterns, storytelling style, emotional register, CTA patterns, and formatting. Then it asks: "Does this match how you see your brand, or are there patterns you want to move away from?"

Mode B (Guided Q&A): No existing content? The skill walks you through 10 questions in small groups. Covers personality foundation, brand archetypes, the 4-dimension tone slider, writing samples you admire, and words to avoid.

What the final guide includes

- ✓ One-sentence brand essence
- ✓ Personality, voice, and tone breakdown (three distinct layers)
- ✓ 4-dimension tone profile (formal/casual, serious/funny, respectful/irreverent, matter-of-fact/enthusiastic)
- ✓ 3-4 personality pillars with examples
- ✓ "We're This, But Not That" contrast table (at least 5 pairs)
- ✓ Vocabulary lists with rationale (words to use, words to avoid)
- ✓ Before/after examples (at least 3)
- ✓ Channel-specific guidelines

Skill 5: Topic Ideas / Angle Planner

What it does: Research-backed content angle planner that mines real audience questions, analyzes competitor gaps, and generates validated content ideas with fresh angles.

The problem it solves: Staring at a blank calendar trying to think of what to post. Most marketers either recycle the same angles, copy competitors, or brainstorm from memory. The result is content that does not connect because it was never grounded in what the audience actually wants to know.

Phase 1: Research and suggest

The skill runs actual web searches to find audience questions from Google "People Also Ask," Reddit threads, forums, and competitor comment sections. It identifies competitor content gaps and assesses trending vs. evergreen topics. Then it generates 2 options per post slot using the SCAMPER technique to create genuinely different angles.

Each angle suggestion includes

- ✓ Theme and 1-2 sentence hook draft
- ✓ Content pillar tag and format recommendation
- ✓ Outcome classification (Growth, Demand, or Retention)
- ✓ Evergreen vs. trending label
- ✓ Source (audience question, competitor gap, or original)
- ✓ Validation note (why this angle will work)

Phase 2: Generate

Once you pick your angles, the skill writes all the posts in your brand voice with full content briefs.

4. How the 5 skills work together

These skills are designed to chain together. Here is the recommended workflow:

First time setup (do once)

- 1 **Brand Voice Builder** to create your style guide
- 2 **Hashtag Research** to set up your keyword and hashtag strategy

Weekly workflow

- 3 **Topic Ideas** to research angles and pick your direction
- 4 **Weekly Content Generator** to produce all the briefs
- 5 **Humanizer** as a final pass on everything before publishing

Each skill reads the output of the previous ones. The weekly content generator reads your style guide and hashtag file. The humanizer catches any AI patterns in the generated content. The system gets smarter because the skills reference your project files, and your project files grow over time.

5. Tips for getting the most out of these

Create a CLAUDE.md file first. Every skill reads your CLAUDE.md for brand context, audience, platforms, and rules. The more specific your CLAUDE.md, the better every skill performs. If you do not have one yet, grab our Claude Code Setup Guide (the other free download).

Start with the Brand Voice Builder. All the other skills reference your style guide for writing tone. Without it, they default to generic voice instructions. With it, every post sounds like you.

Run the Humanizer on everything. Not just content from these skills. Run it on ChatGPT output, on drafts from freelancers, on your own writing when it feels stiff. It catches patterns you will not notice yourself.

Edit your skills when something is off. These are your files. If the weekly content generator always suggests too many carousels, open the SKILL.md and adjust the format selection guide. If the humanizer is too aggressive with rewrites, tweak its rules. Skills are meant to evolve with your workflow.

MANAGING MULTIPLE CLIENTS

If you manage multiple brands, each brand should have its own project folder with its own CLAUDE.md and style guide. The skills stay the same. They just read different project files depending on which folder you have open.

6. Want the full system?

These 5 skills are part of a 90+ skill AI Marketing OS that covers:

- Content creation, scheduling, and repurposing
- Client onboarding, proposals, and contracts
- Brand strategy and positioning
- Outreach, lead generation, and follow-ups
- Competitor analysis and niche scouting
- CRO: landing pages, popups, forms, signup flows, onboarding
- Video scripts and YouTube optimization
- Email sequences and newsletter writing
- Ad copy, campaign planning, and performance analysis
- SEO: audits, content briefs, keyword research, schema markup

Plus a content engine dashboard, client management system, and the workflows that power a real agency. All built on Claude Code.

Go deeper with the full system

The full AI Marketing OS includes 90+ marketing skills, a content engine, a client dashboard, and the workflows that power a real agency.

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Follow @the.igniting.studio for weekly Claude Code tips, real examples, and honest takes on what works (and what does not) with AI marketing.

Built by [The Igniting Studio](#). A real agency running on Claude Code, sharing what we learn along the way.