



Claude

**HOW TO USE CLAUDE FOR
DIGITAL MARKETING**

(BEGINNERS GUIDE)

What we will cover

About Claude

- What is Claude?
- What makes Claude different?
- The three main areas within Claude: Chat, CoWork and Code
- Free and paid versions of Claude

Claude Chat: Elements that are similar to Chat GPT and Gemini

- Fast and thinking models, personalisation and projects

Claude Chat: Key features you should understand

- Usage limits
- Skills

Claude CoWork – Demonstration of how to use this AI Agent

- How to install it in your PC
- Overview of the navigation
- Ways you can use CoWork

Anthropic is the company that created Claude



Anthropic (The company behind Claude) was founded by former OpenAI researchers who wanted to focus heavily on **AI safety and alignment**.

Amazon is one of the major investors in Anthropic.

Their messaging consistently emphasises:

- Responsible AI
- Lower hallucination rates
- Careful reasoning
- Transparency
- Controllable behaviour

About the Anthropic / Claude brand



Their emphasis is on Safety first rather than rushing to develop AIs that could threaten humanity

They operate with high integrity

In Feb 2026 they refused to give the Pentagon access to their model unless they agreed that it wouldn't be used for surveillance and AI weapons.

This has led to a surge in adoption in the US where people admire an AI company that has high integrity

To compare with Chat GPT & Gemini

Chat GPT = Versatile and fast innovation

Gemini = embedded into the Google ecosystem

Claude = Careful, structured, analytical, safe

Why is it called Claude?



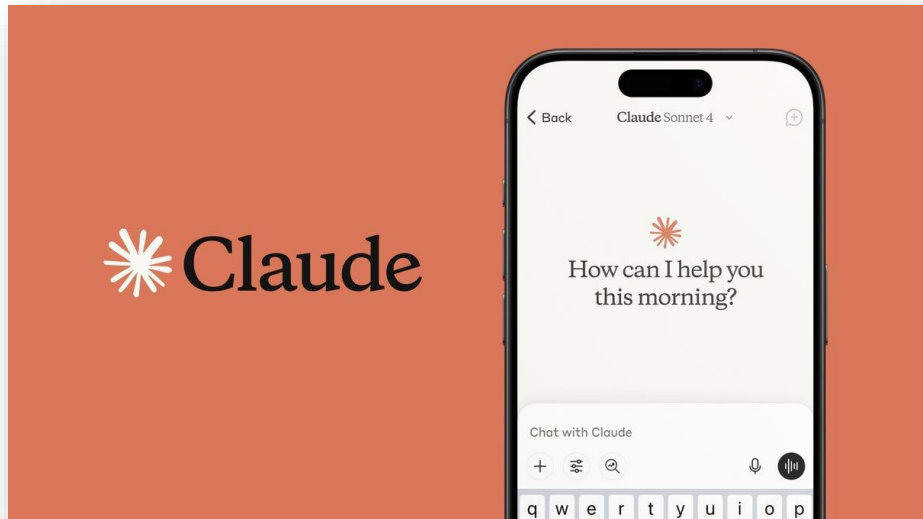
Claude is named after one of the pioneers who made the digital world (and AI) possible.

Claude Shannon was the mathematician and engineer who laid the foundations for how digital communication works today — how information is measured, transmitted, and processed. Modern AI systems are built on many of the principles he helped establish.

Why Anthropic chose the name:

- To reference the scientific roots of AI and computing
- To position the AI as thoughtful and research-driven
- To reflect a focus on intelligence and reasoning rather than just chat in simple terms:

What makes Claude different



What makes it Different?

Why should you use it in your marketing?

1. Better writing

Claude has a reputation for producing very high quality writing that is more human sounding. It also does a great job at tailoring the writing to your style

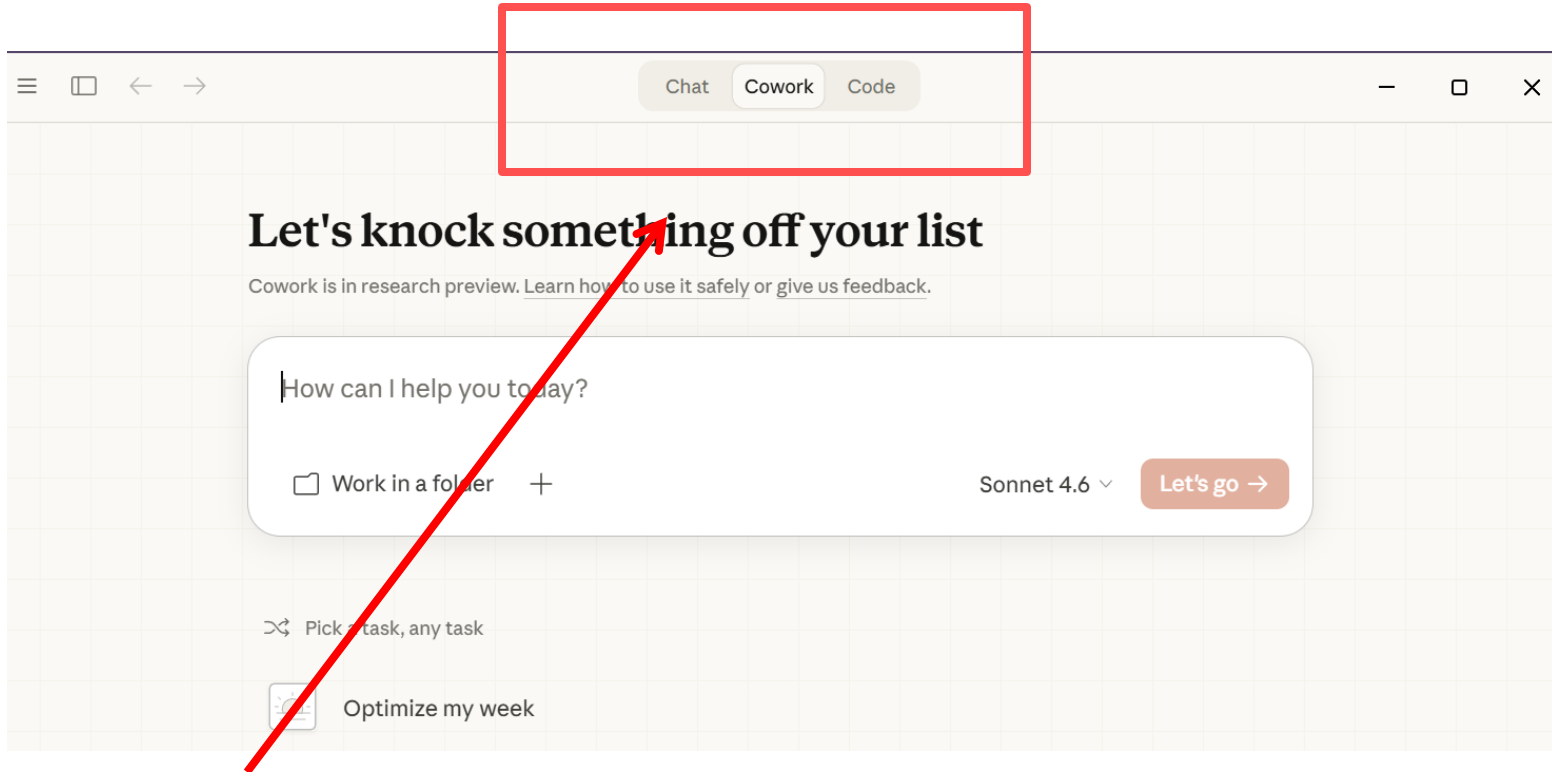
2. Business oriented. Has recently introduced features that are very useful for businesses. Claude Skills and Claude Cowork

3. Excellent at coding

If you are a programmer Claude is the leading AI tool to help you with coding

Expect to hear more and more about Claude in the next 12 months. It is lots of people's favourite LLM

The 3 main areas within Claude



Claude Chat = Just like Chat GPT and Gemini you can ask questions and get advice

Claude CoWork – You can ask Claude to do things for you. It becomes an AI agent

Claude Code = An area for programmers to write code and get Claude to program and do things

The difference between free and paid



Free Claude is actually quite generous and enough for many small businesses starting out.

You get:

- Access to Claude chat (web and mobile)
- Ability to write content
- Analyse documents
- Summarise PDFs and transcripts
- Basic web search
- Image analysis
- Basic projects and conversations
- Memory (recently expanded to free users)

Limitations:

- Lower daily usage limits
- Slower access at busy times
- Limited access to advanced models
- Some advanced features restricted
- You may hit message limits if using it heavily

Think of free Claude as:

Perfect for testing ideas and occasional marketing work.

The difference between free and paid



What you get with Claude Pro (€20/month)

Claude Pro mainly removes limits and adds professional productivity features. You get everything in free PLUS:

1. Much higher usage

This is the biggest difference. Typically:

- Around **5× more usage than free**
- Fewer interruptions
- Can use it daily for business work

This alone is why most serious users upgrade.

2. Priority access

Paid users:

- Get faster responses
- Less likely to be blocked at peak times
- Important if you rely on it for work.

The difference between free and paid



3. Access to more powerful models

Paid users get:

- Better reasoning models
- Extended thinking modes
- Research capabilities
- More consistent outputs

4. Projects and organisation tools

Pro gives better ways to organise work:

- Unlimited projects
- Document grouping
- Better workflow management

Very useful if using Claude like a marketing assistant.

5. Advanced productivity features

Research tools

- Integrations

These are aimed at professional users.

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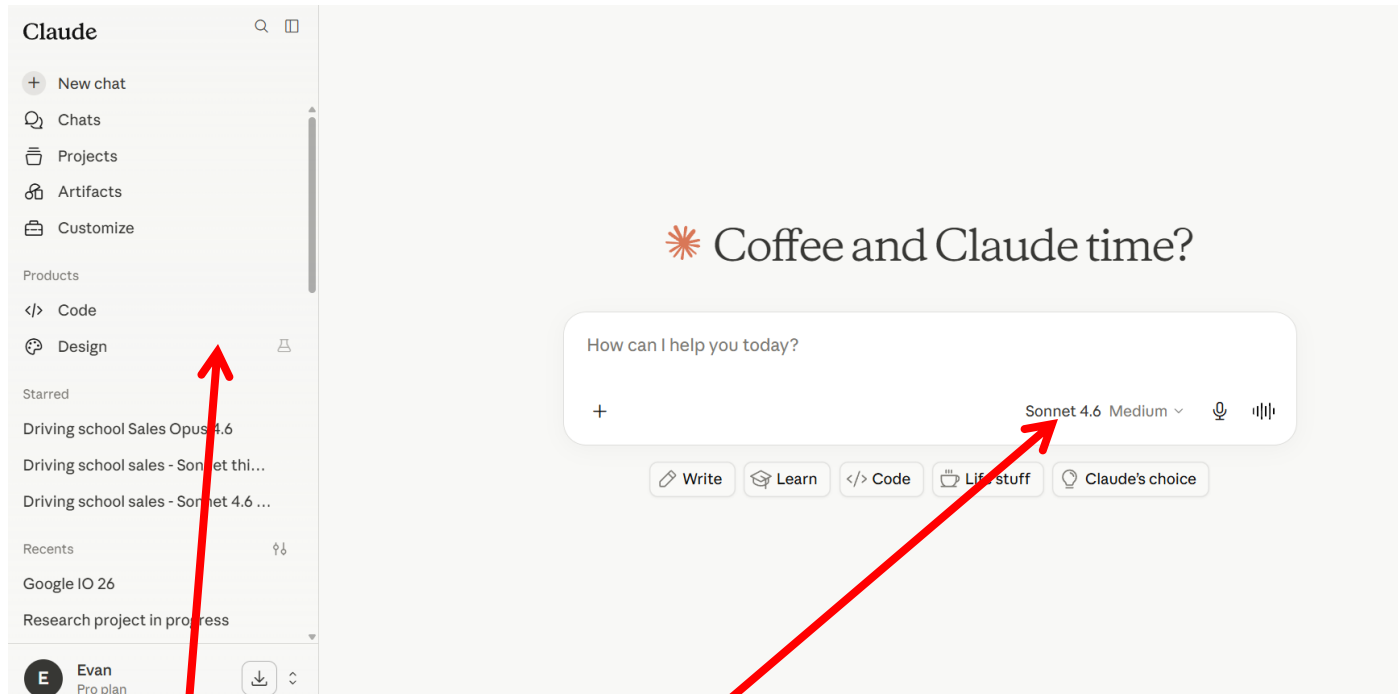
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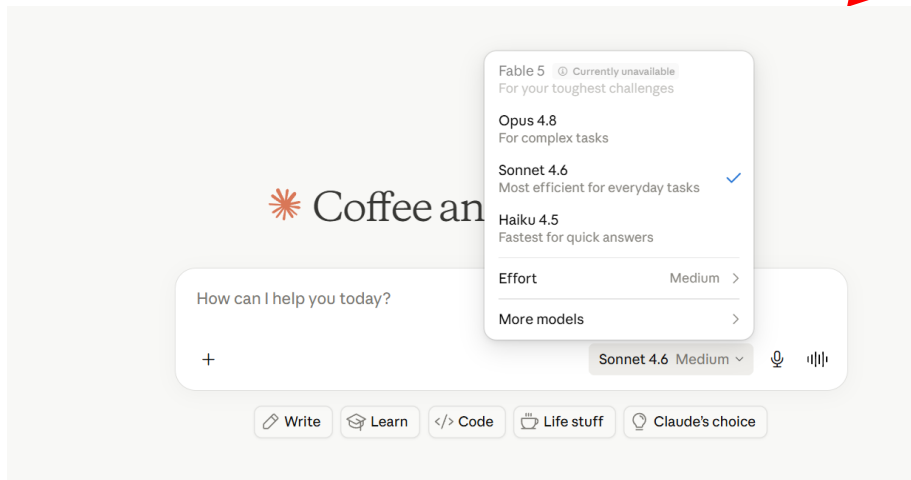
Claude Chat – it is just like Chat GPT or Gemini



When you go to Claude.ai it looks just like Chat GPT
Prompt box with choice of fast or thinking models
Chat history on the left
Settings on the bottom left

Claude Chat – why do the models have strange names and what is the difference between them?

Anthropic deliberately uses **literary/poetry-inspired names** to reflect Claude's brand around thinking, writing and analysis.



Opus (Claude Opus 4.8)

An *opus* is a major musical or literary work (a serious masterpiece).

The most powerful and deepest thinking model. **Best for:** Strategy Complex marketing plans Research Analysing large documents Difficult reasoning tasks

Sonnet (Claude Sonnet 4.6)

A *sonnet* is a structured 14-line poem known for clarity and balance.

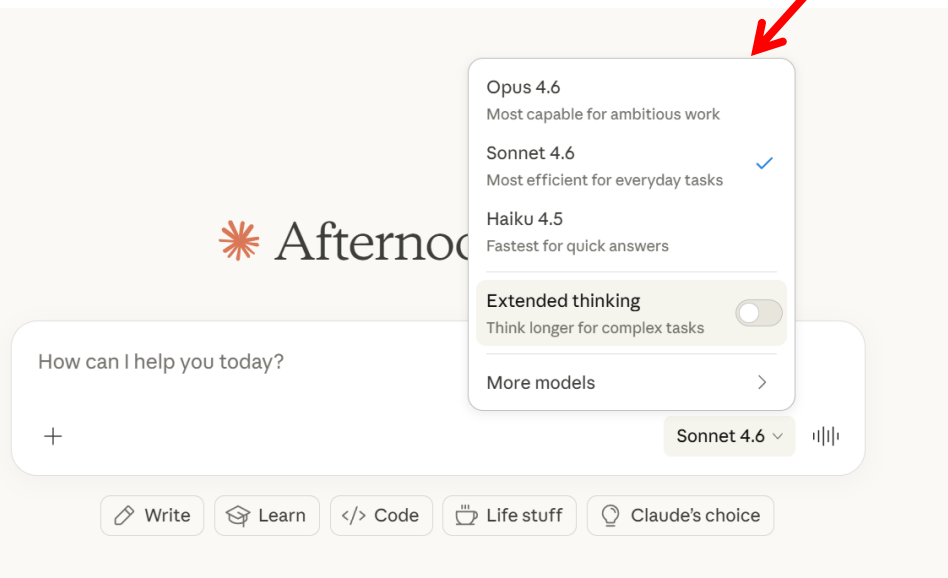
Balanced performance between intelligence and speed.

Best for: Daily marketing work, Writing content , Improving website text SEO tasks , Social media ideas Simple explanation:

Use Sonnet for your everyday business tasks.

Claude Chat – why do the models have strange names and what is the difference between them?

Anthropic deliberately uses **literary/poetry-inspired names** to reflect Claude's brand around thinking, writing and analysis.



Haiku (Claude Haiku 4.5)

A *haiku* is a very short Japanese poem (fast and concise).

Speed and efficiency.

Best for:

Quick questions

Simple content

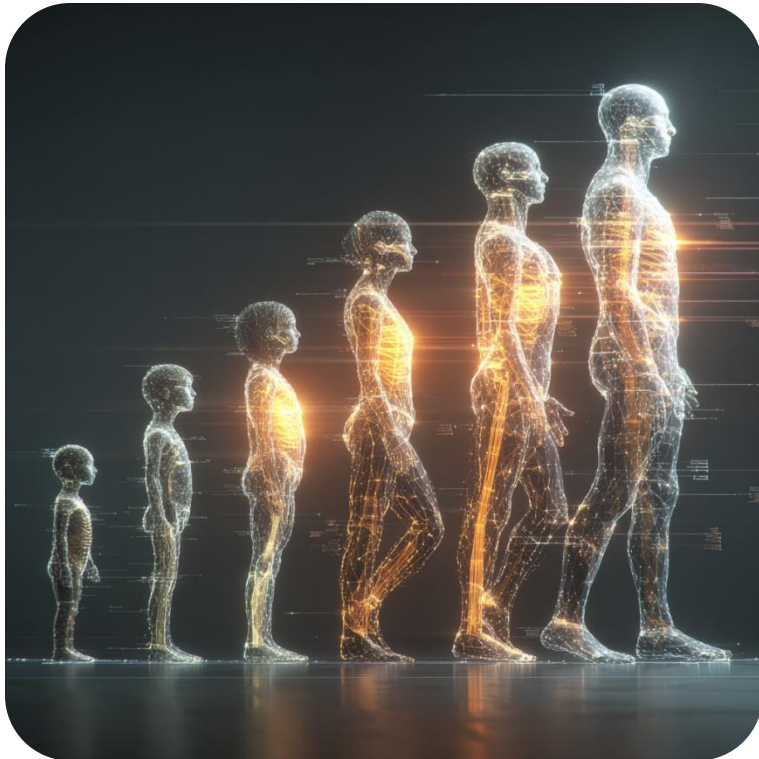
Fast summaries

Basic tasks

Simple explanation:

Use Haiku when speed matters more than depth.

When using AI Tools you need to know how to get the best answers that will help you grow your sales.



Since the launch of Chat GPT, Gemini and Claude they have consistently improved the models and their features with the result that there are now basic and advanced ways to use these tools.

It's important to understand whether you are using the basic features or advanced ones in order to get the best results.

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



2 More Tailored Answers

1 Fast Answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

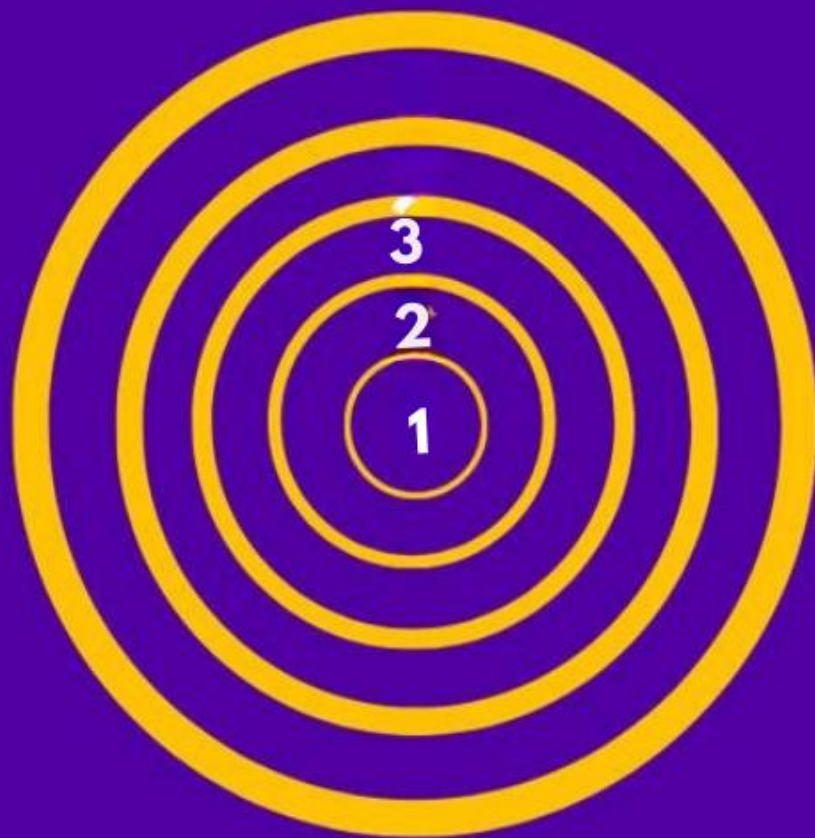
1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

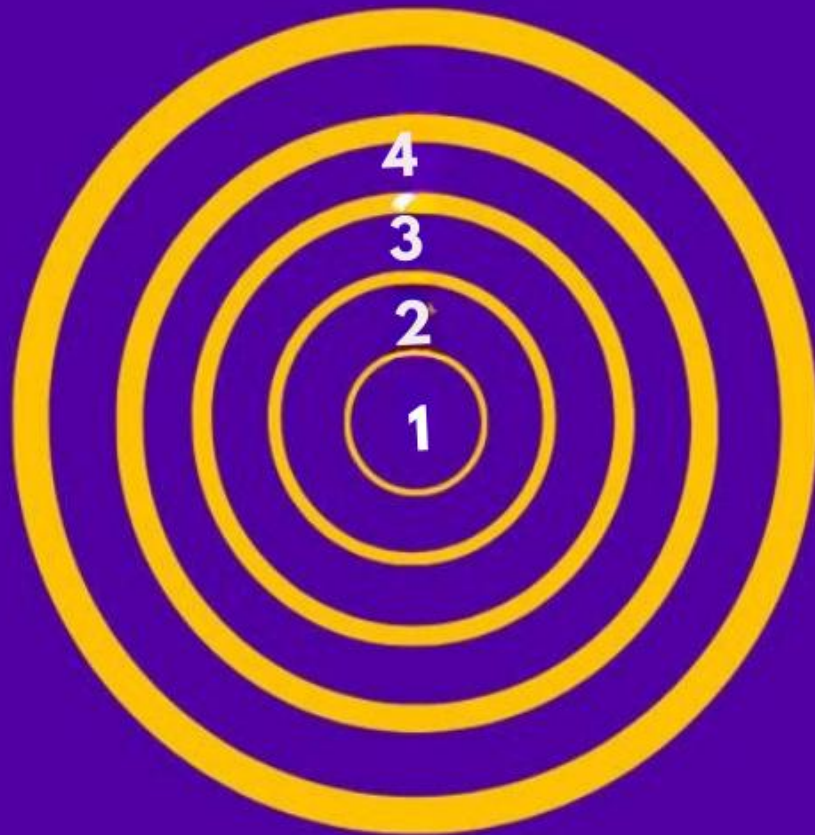
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You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

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Which Level Are You At?



4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

1 Fast Answers

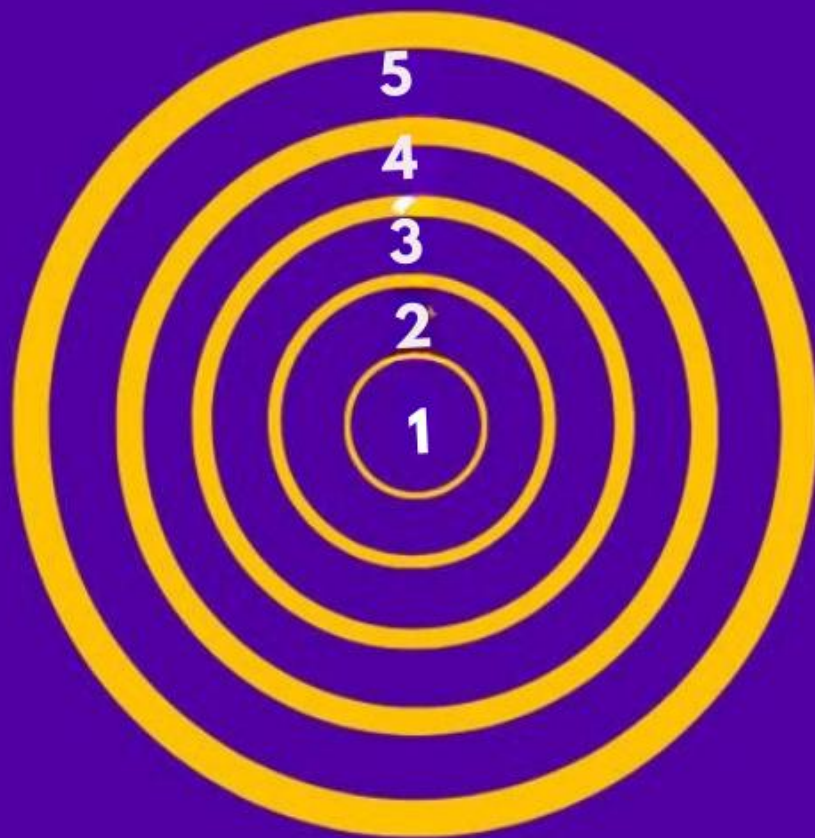
You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?

The
MARKETING
CROWD



5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

Most businesses are only using the basics



Most businesses are using AI at the first or second stage (Fast answers with custom instructions)

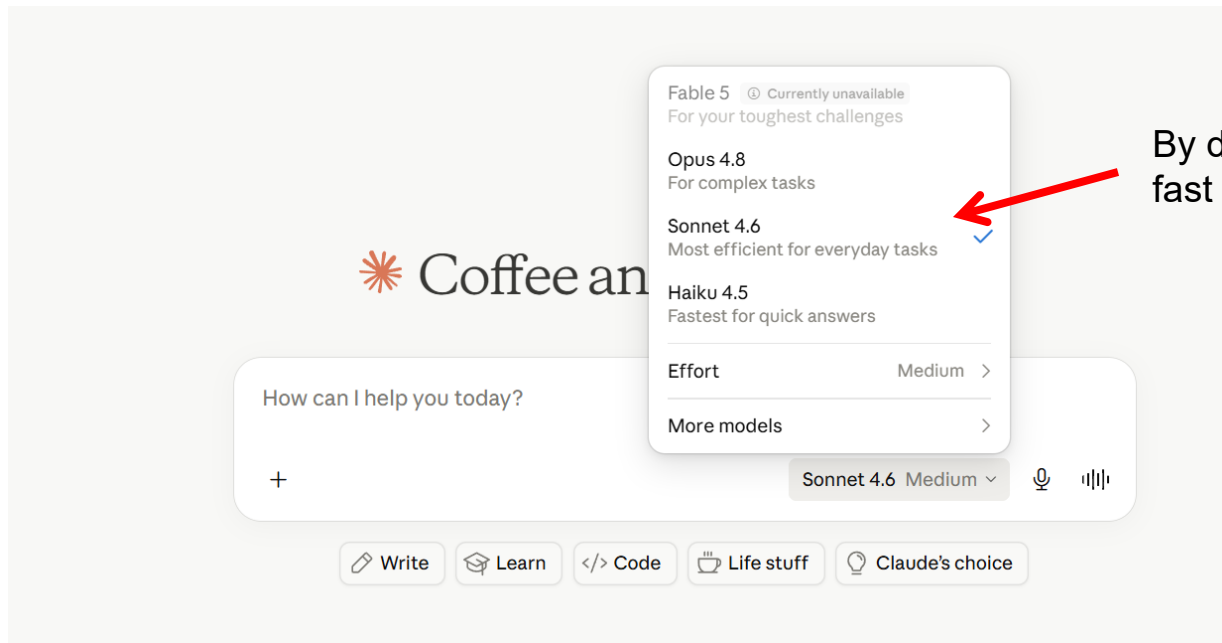
It is when you progress and use

- Reasoning / thinking models
- Deep research
- Projects or Gems

Then it becomes far more powerful for your digital marketing

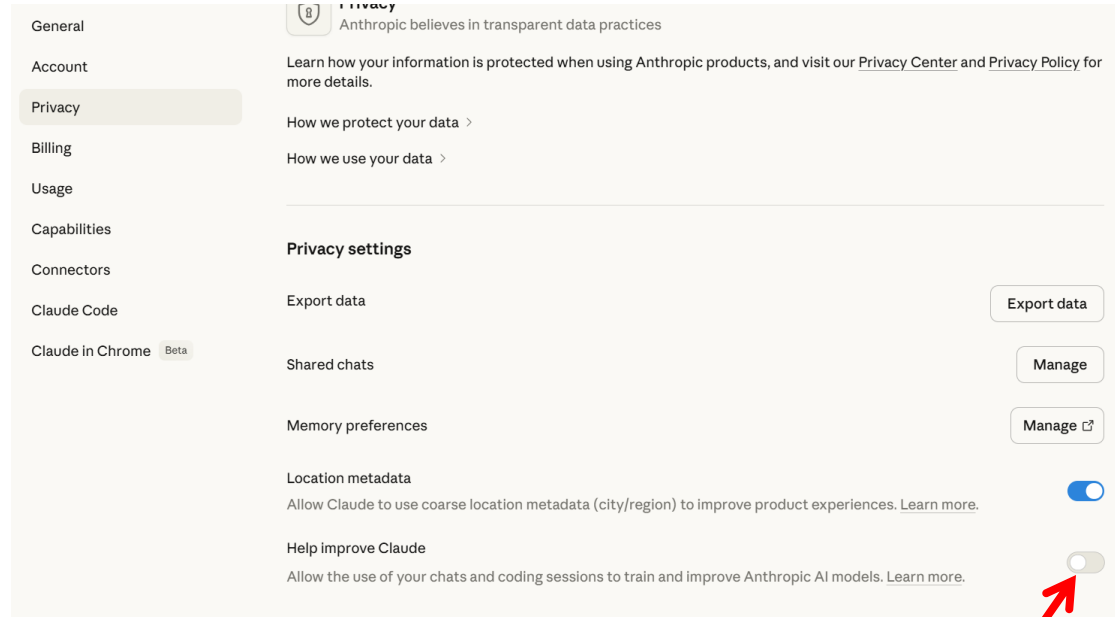
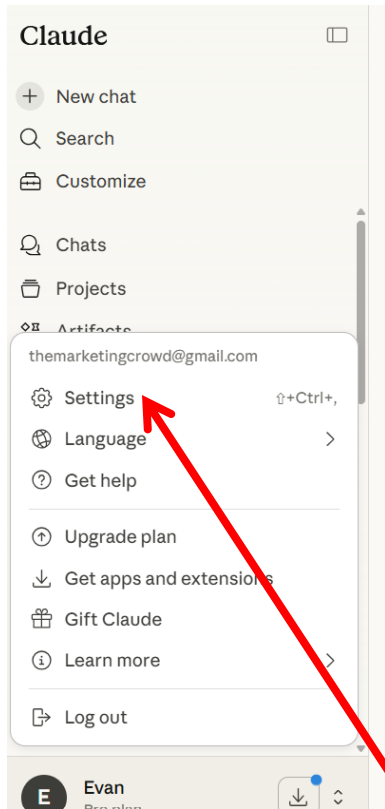
Claude allows you to operate at level 5

Claude for Level 1 – Quick Answers



By default, you are getting a fast answer

Claude for Level 1 – how to protect your privacy



To get to settings click on your name in the bottom left
Then click Settings
Then click Privacy
Where it says “help improve Claude” switch that off

Claude for Level 2 – Tailored Answers (personalisation)

Claude

- New chat
- Search
- Chats
- Projects
- themarketingcrowd@gmail.com
- Settings ⚙️ ⌘+Ctrl+,
- Language 🌐 >
- Get help ?
- Upgrade plan ↗️
- Gift Claude 📁
- Download Claude for Windows ⬇️
- Learn more ⓘ >
- Log out 🚪

Evan
Free plan

Settings

- General
- Account
- Privacy
- Billing
- Usage
- Capabilities
- Connectors
- Claude Code
- Claude in Chrome

Full name Evan

What should Claude call you? Evan

What best describes your work? Marketing ▾

Instructions for Claude

Claude will keep these in mind across chats and Cowork within Anthropic's guidelines. [Learn more](#)

Be honest and critical if necessary. Don't be sycophantic. No need to tell me how good everything is. Act like a digital marketing expert

I am a digital marketing trainer in Ireland. I deliver courses online using Zoom on AI for digital marketing, Social media marketing, Video marketing, Canva, SEO, website conversion. Participants are small business owners in Ireland. Some are beginner level and some are more advanced.

Preferences

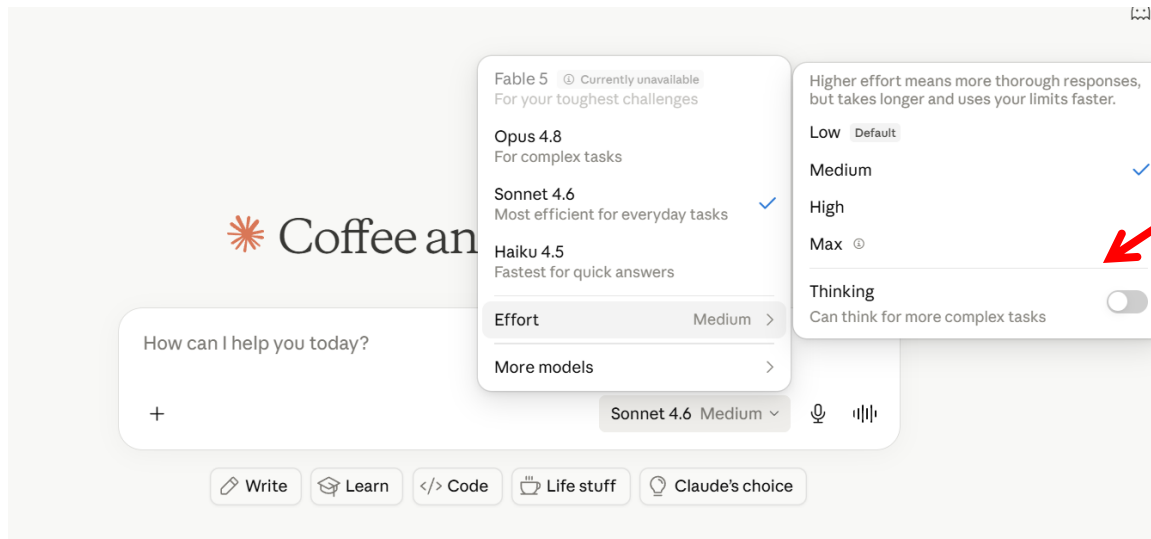
Appearance 🖥️ ☀️ 🌙

Chat font Anthropic Serif ▾

You can provide lots of context and custom instructions in the customise section

Click on your name bottom left
Then settings
Then General
Then in the personal preferences section provide the custom instructions and about you info you provided Chat GPT

Claude for Level 3 – Thinking Model

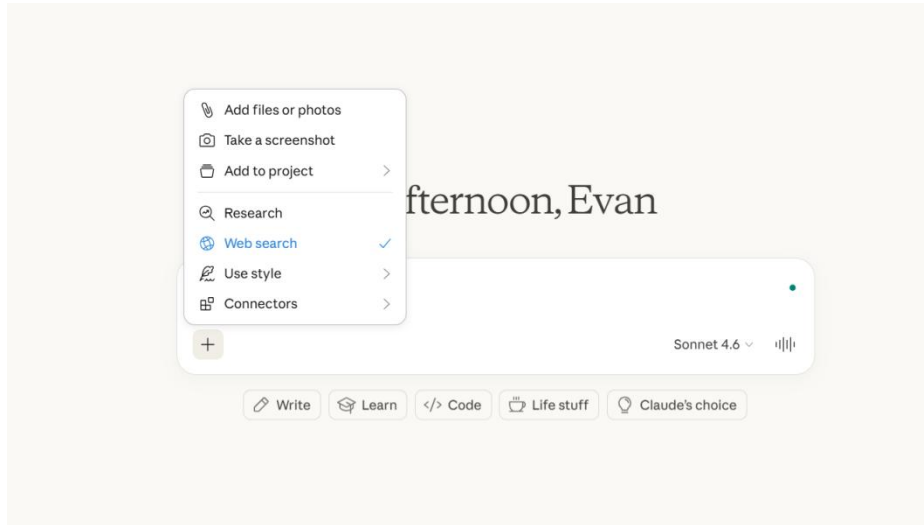


By default, you are getting a fast answer

To get a thinking answer you click the model (e.g. Sonnet 4.6) and then switch on Thinking

If you want it to produce a more thorough answer switch the effort to High and also turn on thinking

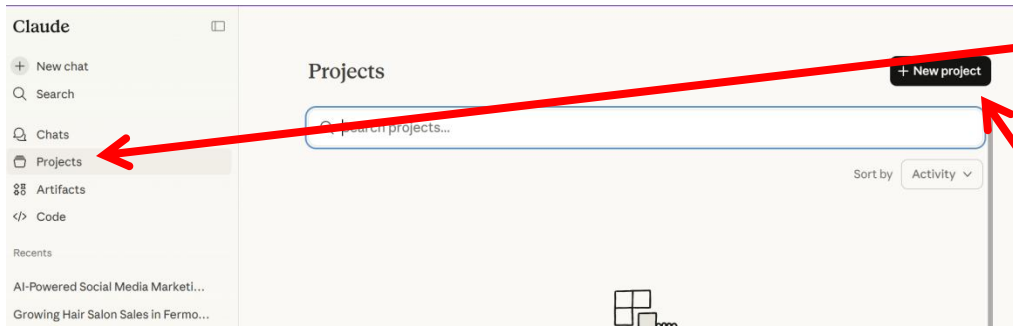
Claude for Level 4 – Deep research



Claude has a deep research option. However ..

- 
1. It is not available in the free version
 2. It does very comprehensive research – sometimes hundreds of sources
 3. The final research report is typically shorter and more concise than Chat GPT / Gemini. Usually around 6 pages.

Claude for Level 5 – Highly Tailored Answers (Projects)



You can create a project using the free version

Click on Projects in the left menu

Then click Create Project

Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the Project

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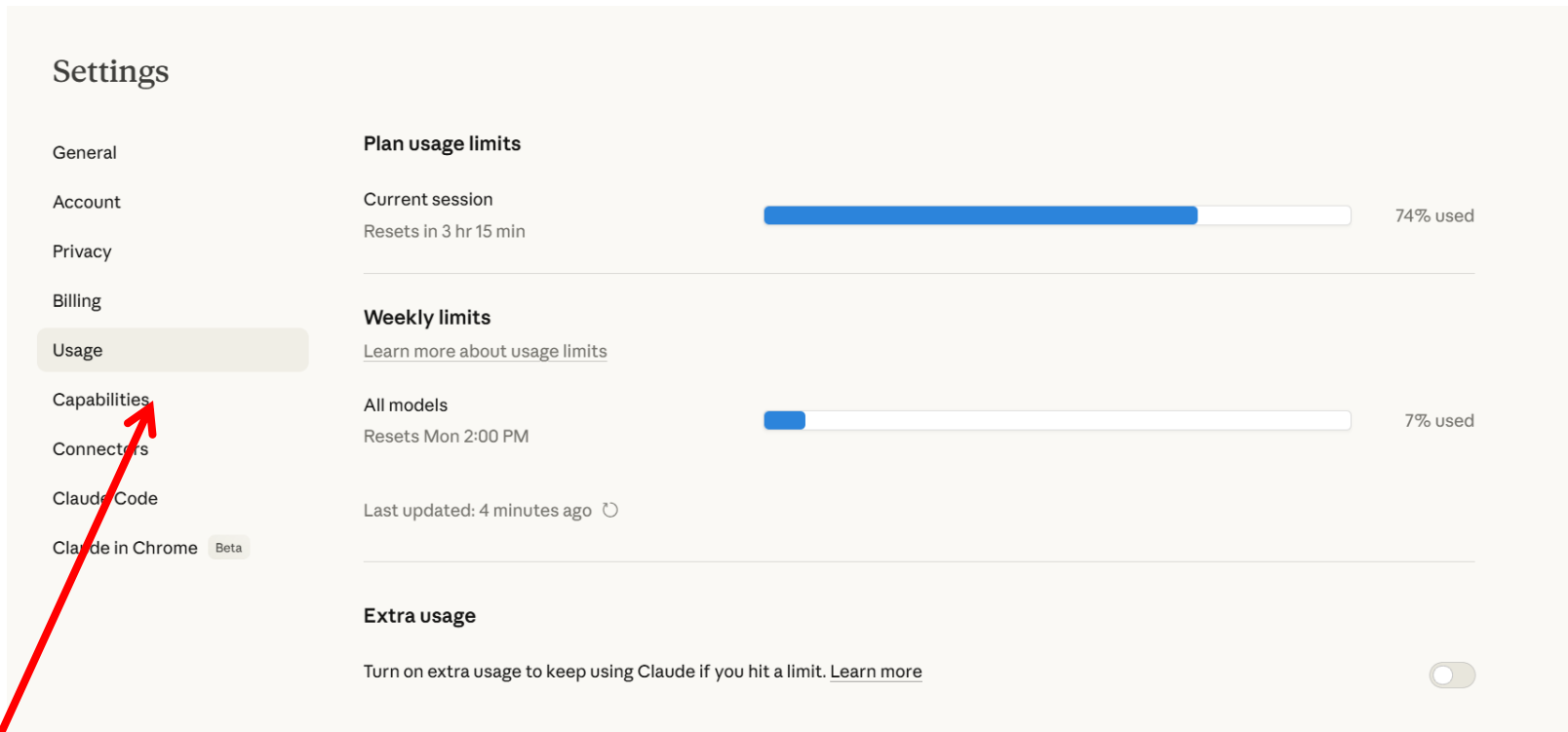
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Usage Limits



Settings

- General
- Account
- Privacy
- Billing
- Usage**
- Capabilities
- Connectors
- Claude Code
- Claude in Chrome Beta

Plan usage limits

Current session
Resets in 3 hr 15 min

74% used

Weekly limits
[Learn more about usage limits](#)

All models
Resets Mon 2:00 PM

7% used

Last updated: 4 minutes ago ↻

Extra usage

Turn on extra usage to keep using Claude if you hit a limit. [Learn more](#)

☐

Claude operates a usage limit system.

Your usage is not visible on the free plan.

If you are on the paid plan go to Settings / Usage to see how much of your 5 hour and weekly usage limit you have left

Usage limits

The usage limits are not 100% clearly explained. They do not say that you get to have 20 message or you can upload 5 files.

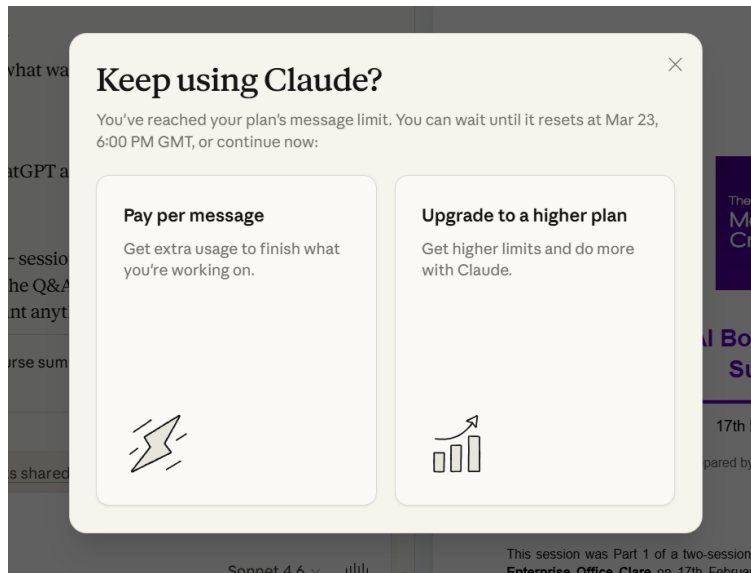
Instead it is to do with how much computing you use. Some tasks and models use more computing and will burn through your usage faster.

Low usage = Normal chat, sonnet model

High usage = Opus model;, attaching a 50 page file for analysis, continuing a chat that is very long so it has to review the entire chat when answering

You get a 5 hour allowance and a weekly allowance

- Big tasks use more
- Small tasks use less
- New chats help conserve usage



Usage limits



As a rough guide ...

Free Claude roughly equals:
30–60 minutes of serious work per day
if used efficiently.

Pro equals:
Several hours of work per day

Usage limits – 5 hour usage window



Claude uses a **rolling 5-hour usage window**. Once you send your first message after a reset, the clock starts and all activity during that period comes out of one allowance.

The simple way to think about it

Think of it like a spending limit rather than a message limit. Send your first message at **10:00** → your window runs until about **15:00**

Everything you do in that time uses part of your allowance. When the allowance is gone, you must wait for the next window.

How the system works

1. The timer starts with your first message

Your 5-hour window begins when you send your first prompt after a reset.

2. You have a usage allowance

During that window you have a fixed usage budget. This depends on:

- Your subscription plan
- Which model you use (for example Sonnet or Opus)
- What you are doing (normal chat vs coding tasks)
- How large or complex your prompts are

Usage limits – 5 hour usage window



3. You can hit the limit before 5 hours

If you use up your allowance early:

Claude will stop accepting new prompts

You will see a message saying your limit is reached

You must wait until the window resets

4. The next message starts a new window

Once the 5 hours pass:

Your allowance resets

Your next message starts a fresh 5-hour period

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Introduction to Claude Skills



What a Claude Skill Is

Think about training new staff members
The first few times you explain to each new staff member how you want things done:

- How to write emails
- How to structure reports
- How to plan content

After a while you realise you're repeating yourself.

A better approach is to write your process once so it can be followed every time.

That is basically what a Claude Skill is.

It is:

A set of instructions you create once that Claude can reuse whenever needed.

Skills

A banner with an orange background. The text "Introduction to" is in a light orange serif font. Below it, the word "Claude" is in a white serif font inside a white rectangular box, preceded by a stylized orange sunburst icon. To the right of the box, the word "Skills" is in a light orange serif font. At the bottom, there are three white icons: a code block with "</>", a coffee cup, and a play button.

Introduction to Claude Skills

The key difference between a prompt and a Skill

A normal prompt:

You write instructions → Claude answers → conversation ends → instructions gone.

A Skill:

You write instructions once → saved in your account → reusable anytime.

Prompt = one conversation

Skill = reusable system

Very important to understand:

A skill can be used in a normal chat, in any project or in the AI agent (Claude CoWork)

Skills

Introduction to Claude Skills



Practical ways Skills help

1. Save your workflows

If you do something regularly:

- Turn Zoom transcripts into meeting summaries or reports
- Write monthly reports based on spreadsheets or word docs
- Write Email newsletters

You can build the process once and turn it into a skill in order to keep re-using reusing it

This saves time and improves consistency.

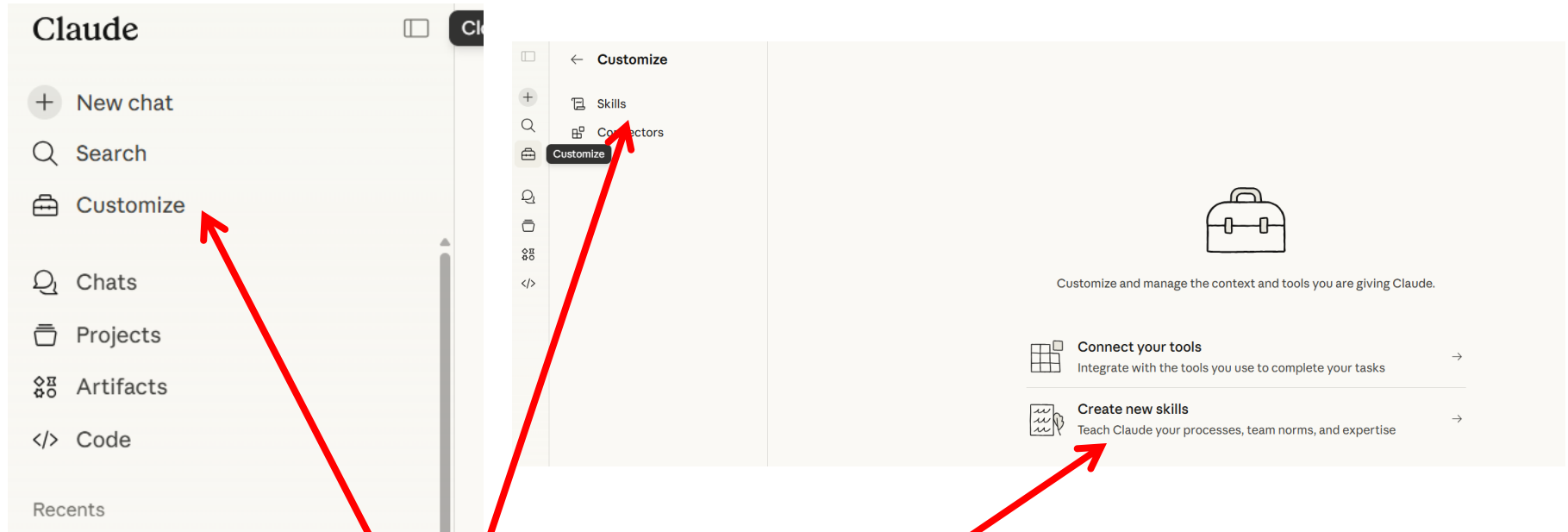
2. Make Claude sound like your business & always understand your business

You can create skills for

- Your writing style
- Your brand colours and typefaces
- Context about your products & customers

This is what turns Claude from a generic tool into something that feels like part of your team

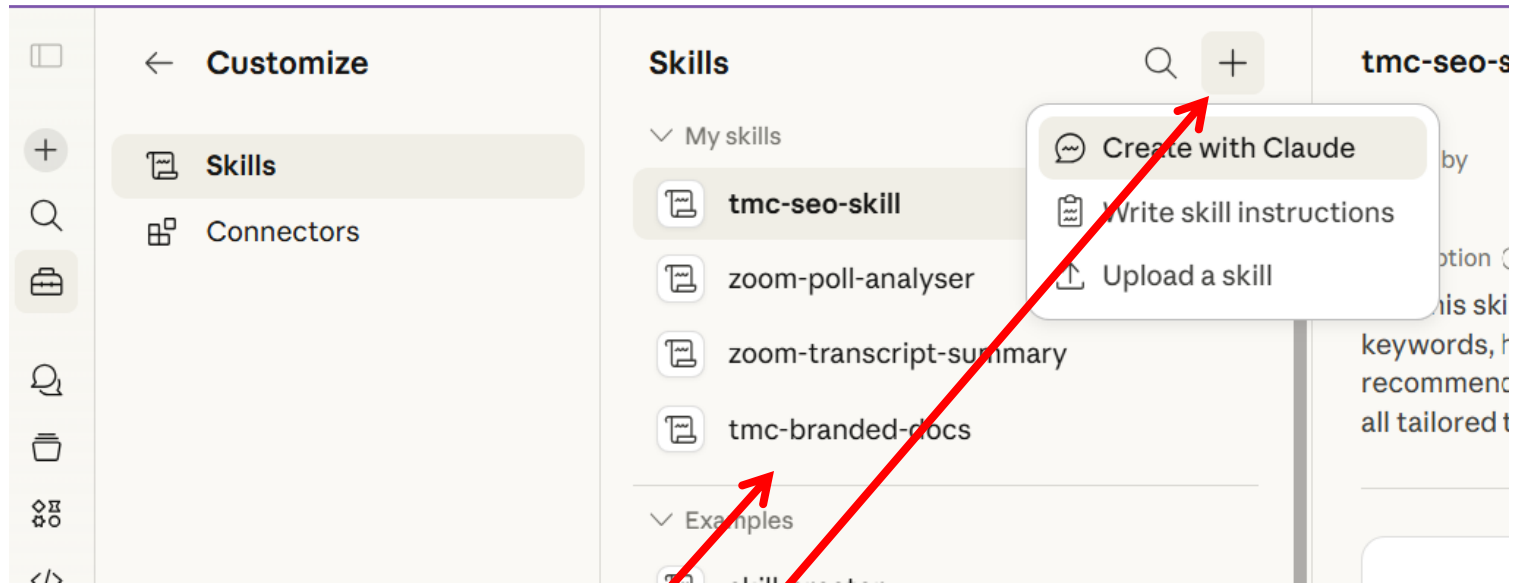
How to create a skill that creates documents using my brand colours & fonts.



On the left hand menu click customise

Then either click Skills here or click Create new skills here

How to create a skill that creates documents using my brand colours & fonts.

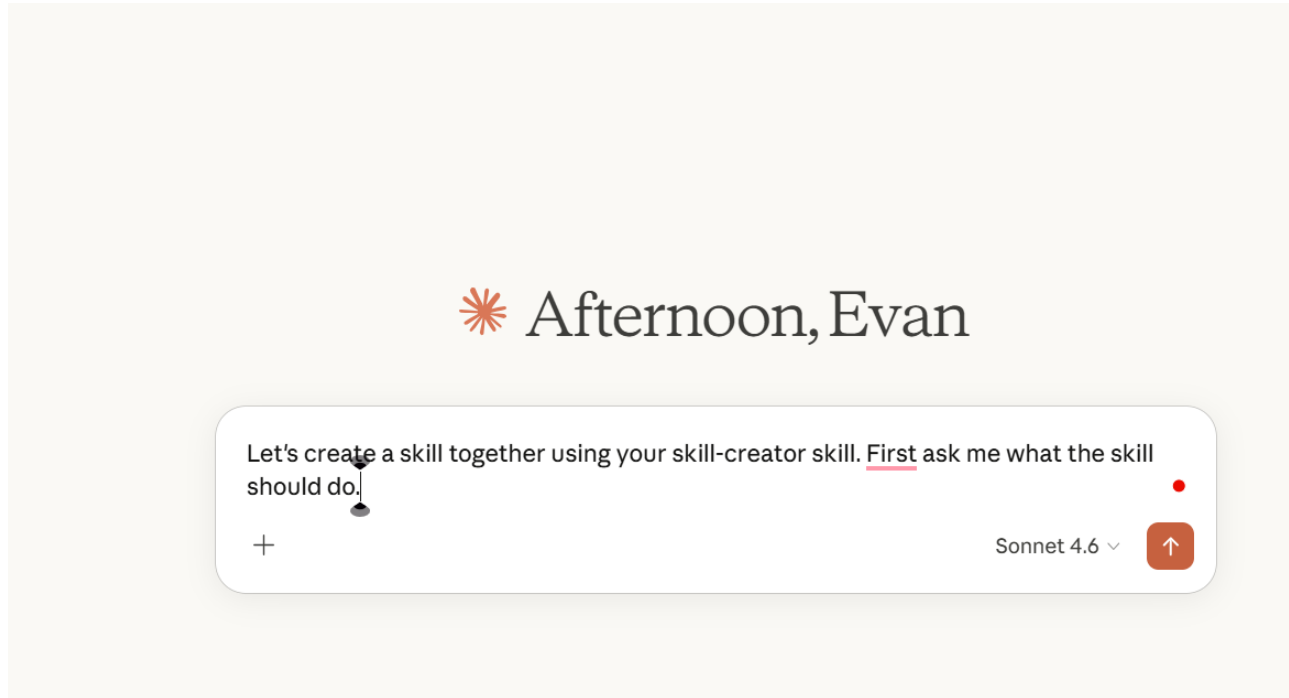


If you have created skills you will see them here

To create a new one click on the + icon

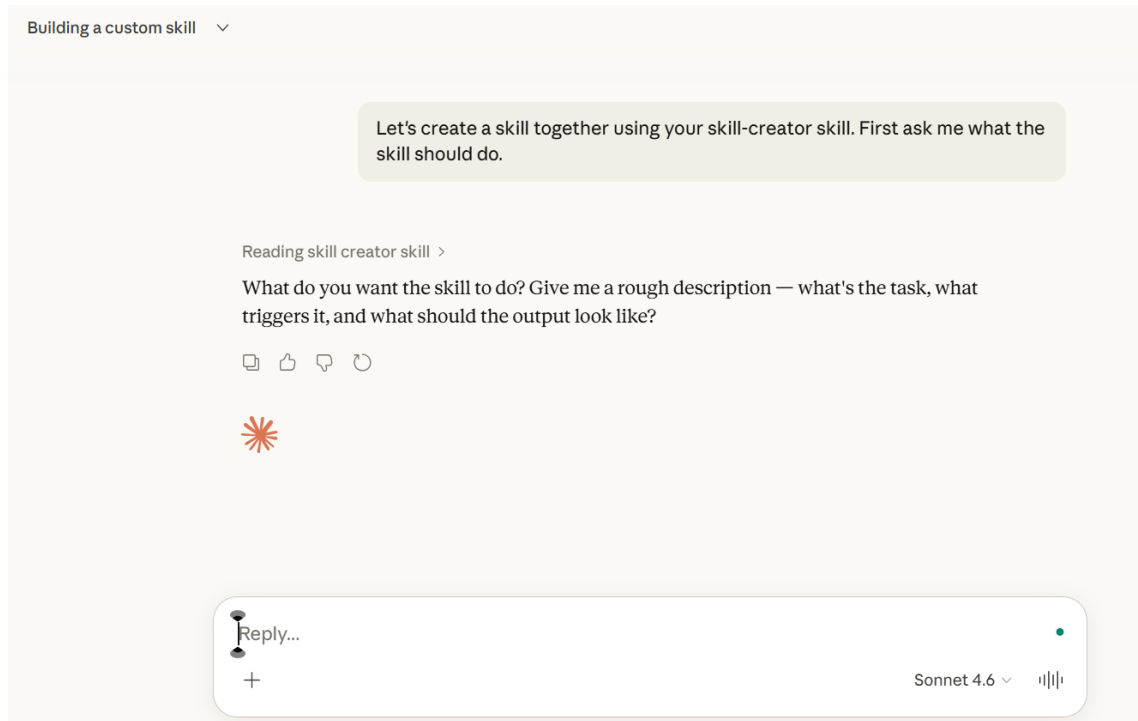
Then select Create with Claude

How to create a skill that creates documents using my brand colours & fonts.



It will then generate a prompt.
Hit submit

How to create a skill that creates documents using my brand colours & fonts.



It will then ask you a question

In the prompt box describe what you want the skill to be. For example, use this prompt...

I want to create a skill so that when I ask Claude to create documents, pdfs or ppt files they will be branded with my logo, will use my brand colours and will use my font

How to create a skill that creates documents using my brand colours & fonts.

Building a custom skill together ▾

I want to create a skill so that when I ask Claude to create documents, pdfs or ppt files they will be branded with my logo, will use my brand colours and will use my font

Which file types should be branded? (select all that apply) < 1 of 3 > ✕

☐ Word (.docx)

☐ PDF

☐ PowerPoint (.pptx)

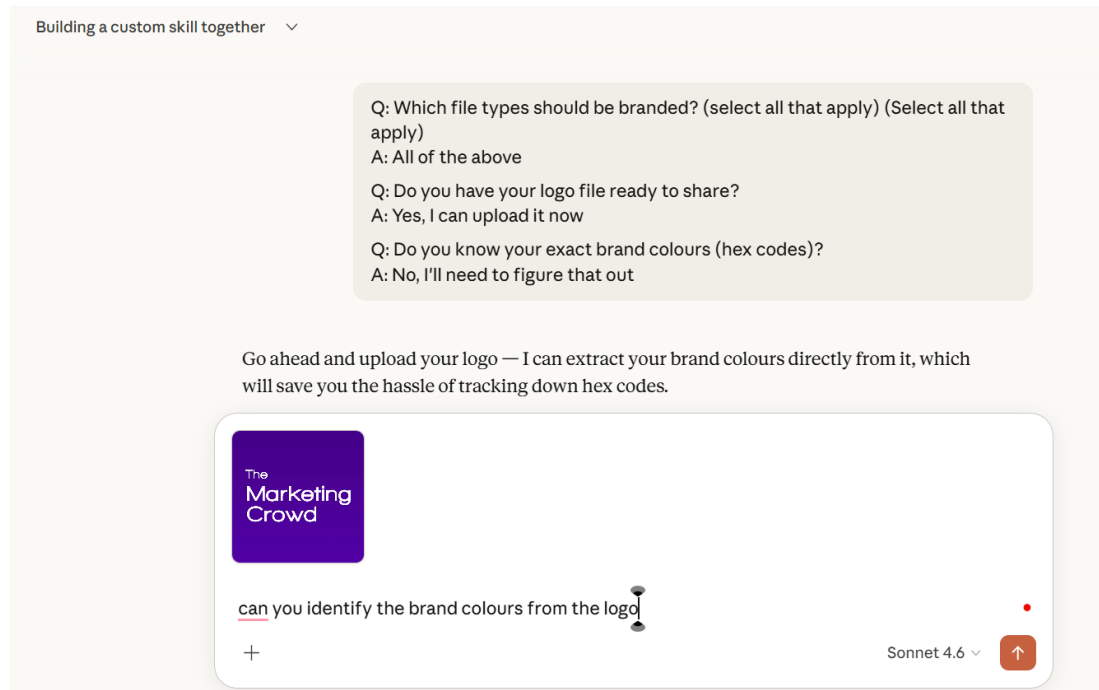
☒ All of the above

☐ Something else

1 selected Skip →

It will then ask you a few questions and will want you to upload your logo and provide your brand colours and typeface / font

How to create a skill that creates documents using my brand colours & fonts.



When I uploaded my logo I asked Claude to identify the colour codes based on the logo

How to create a skill that creates documents using my brand colours & fonts.

Building a custom skill together ▾

can you identify the brand colours from the logo

From the logo I can identify two clear brand colours:

- **Primary Purple:** #6600CC (the bold background purple)
- **White:** #FFFFFF (the text)

The font in the logo looks like **Gilroy** or a very close match — it's a modern geometric sans-serif with that rounded, slightly soft character. If you don't have Gilroy licensed, **Nunito** or

Do you know the exact font used in your branding? < 1 of 2 > ✕

1 Yes, it's Gilroy →

2 Yes, it's a different font

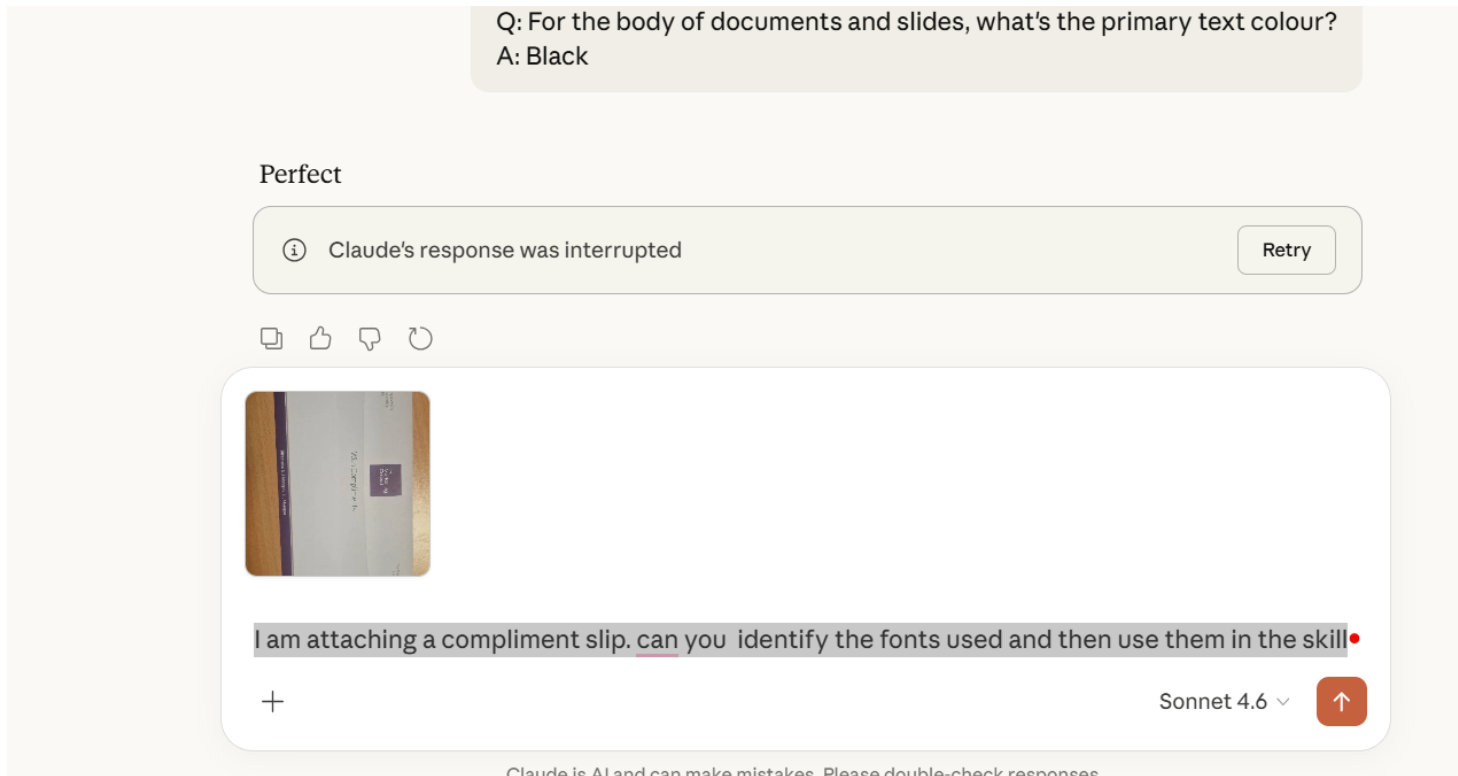
3 Not sure — use best match

 Something else Skip

⌘-L to navigate Enter to select Esc to skip

It also identified the font in the logo.

How to create a skill that creates documents using my brand colours & fonts.



I also attached a compliment slip and said I am attaching a compliment slip. Can you identify the fonts used and then use them in the skill

How to create a skill that creates documents using my brand colours & fonts.

Building a custom skill together ▾

Good thinking — this is much more useful than guessing. Looking at the compliment slip carefully:

Fonts identified:

- **"With Compliments" and body text** — this looks like **Myriad Pro** or very possibly **Source Sans Pro** (the free Google Fonts equivalent). It's a clean, humanist sans-serif with slightly condensed proportions.
- **"Directors:" label** — appears to be the same font in a **bold/semibold** weight
- **The small contact details** — same font family, lighter weight

The overall typeface is consistent throughout — one font family used at different weights. **Source Sans Pro** (free, available everywhere) is a very strong match and I'd recommend using that in the skill since it's freely embeddable in Word, PowerPoint and PDF without licensing issues.

Updated brand summary before I build the skill:

Element	Value
Primary colour	 #6600CC (purple)

Reply...

+

Sonnet 4.6 ▾

|||

It then identified the fonts

How to create a skill that creates documents using my brand colours & fonts.

Building a custom skill together ▾

Text colour	 #000000 (black)
Accent	Purple side bar/stripe (as seen on comp slip)
Font	Source Sans Pro (Gilroy match, free)
Logo placement	Title page only
PPT title slide	White background, purple text + logo

Does this look right? Happy to adjust anything before I write the skill.



Reply...

+

Sonnet 4.6 ▾ 

It then summarised everything it was putting in the skill and asked me to approve. I said yes

How to create a skill that creates documents using my brand colours & fonts.

The screenshot displays the Claude AI interface during the creation of a custom skill. On the left, a chat window titled 'Building a custom skill together' shows a series of prompts and responses. The prompts include: 'Good, I have everything I need. Now let me build the skill.', 'Ran 2 commands, created a file >', 'Now let me package it up as a .skill file:', and 'Ran a command, read a file >'. The response states: 'The skill is built and packaged. Here's what it does: What's included: • Your TMC logo (bundled inside the skill) • Brand purple (#6600CC) applied to all headings, accents, and title text • Source Sans Pro / Calibri font throughout • Specific rules for Word docs, PDFs, and PowerPoint separately'. A 'yes' button is visible in the chat window. On the right, a file explorer shows the 'tmc-brand-skill / SKILL.md' directory. Below the explorer, a code editor displays the following JavaScript code:

```
javascript
const TMC_PURPLE = "#6600CC";
const TMC_WHITE = "FFFFFF";
const TMC_BLACK = "000000";
const BRAND_FONT = "Calibri"; // Univers
```

 A red arrow points from the 'Copy to your skills' button in the top right corner of the code editor to the text 'Note: You then need to save this skill to your skills. Click on "Copy to your skills"' in the bottom right section of the image.

Building a custom skill together

yes

Viewed 3 files >

Good, I have everything I need. Now let me build the skill.

Ran 2 commands, created a file >

Now let me package it up as a .skill file:

Ran a command, read a file >

The skill is built and packaged. Here's what it does:

What's included:

- Your TMC logo (bundled inside the skill)
- Brand purple (#6600CC) applied to all headings, accents, and title text
- Source Sans Pro / Calibri font throughout
- Specific rules for Word docs, PDFs, and PowerPoint separately

Reply...

Sonnet 4.6

Claude is AI and can make mistakes. Please double-check responses.

tmc-brand-skill / SKILL.md

SKILL.md

assets

```
javascript
const TMC_PURPLE = "#6600CC";
const TMC_WHITE = "FFFFFF";
const TMC_BLACK = "000000";
const BRAND_FONT = "Calibri"; // Univers
```

Copy to your skills

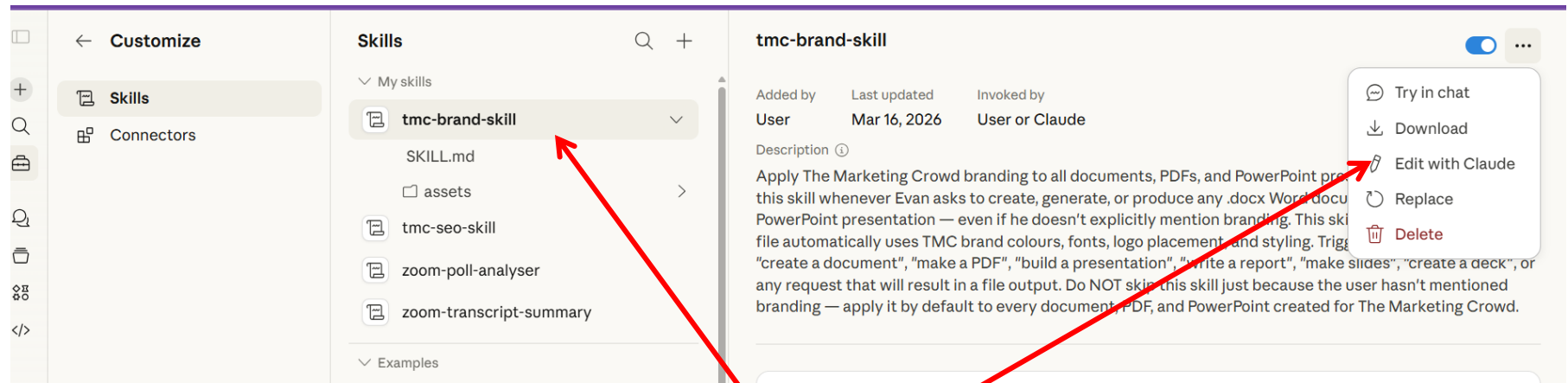
Quick Checklist Before Delivering Any File

- ☐ Logo on cover/title page only
- ☐ Brand purple (#6600CC) used for all headings and accents
- ☐ Font is Source Sans Pro or Calibri (never Arial or Times New Roman)
- ☐ Footer present on all pages/slides with company name
- ☐ No generic blue colours (default Word/PPT blue replaced with TMC purple)
- ☐ File saved to /mnt/user-data/outputs/ and presented with present_files

It took a few minutes for it to build the skill

Note: You then need to save this skill to your skills. Click on "Copy to your skills"

How to create a skill that creates documents using my brand colours & fonts.



If you now go back to your skills (Customise / ~~skills~~ / my skills"

You will see it listed

Click on it

The click the 3 dots top right and you can delete it, download it (to share with someone) or edit it with updated rules if you wish

■

What this skill allows me to do ...

**FROM
NOW ON...**

From now on, whenever I ask Claude to do something whether in a chat, a project or Claude CoWork ...

If I say and use the TMC brand style it will use this skill and add our logo, font and colours to the final document

What this skill allows me to do ...

☀ Afternoon, Evan



Please summarise the attached into a one page pdf and use the TMC branding



Sonnet 4.6 ▾



For example

I attached a deep research report and asked ...

Please summarise the attached into a one page pdf and use the TMC branding

What this skill allows me to do ...

Document summary with TMC branding

Viewed 2 files, ran 2 commands, created a file

One-page branded PDF is ready. It covers:

- Business Overview** — founding story, pivot to training, Evan's credentials
- Services & Revenue Model** — LEO training, Digital Marketing School, 1-1 coaching/AI Academy
- Market Context** — LEO grant landscape, TOV and Grow Digital Voucher pipeline
- SWOT at a Glance** — two-column grid with colour coding
- Competitive Position** — how TMC sits vs DMI, Udemey, academics
- Reputation** — review stats
- Strategic Priorities 2026-27** — the five key moves

All in TMC purple (#6600CC) with your logo, branded footer, and a tight two-column layout to keep it to one page.

Reply...

Sonnet 4.6

Claude is AI and can make mistakes. Please double-check responses.

Tmc strategic summary 2026 · PDF

The Marketing Crowd

The Marketing Crowd — Strategic Overview 2026

Ireland's Leading SME Digital Marketing Training Provider

BUSINESS OVERVIEW

Founded in 2008 and headquartered in Killorglin, Co. Kerry, The Marketing Crowd pivoted from full-service agency to specialist digital marketing training in 2012. Led by Evan Mangan (MBS, UCD First Class Honours), the firm has trained over 20,000 Irish businesses through LEO partnerships, live webinars, and a subscription membership model.

MARKET CONTEXT

Ireland's 31 LEOs administer state grants that drive SME training demand. The Trading Online Voucher (€2,500) mandates a training seminar before application, creating a direct pipeline. In 2026, the Grow Digital Voucher (€5,000) deepens this opportunity, targeting businesses ready for advanced AI implementation.

SERVICES & REVENUE MODEL

LEO Institutional Training

Preferred trainer for 12 of 31 Local Enterprise Offices. 3-hour live Zoom webinars at €400/session. Topics: AI, SEO, Social Media, Video, Canva, Ads.

Digital Marketing School

Annual membership at €325 (VAT incl.). Includes 20+ on-demand courses, monthly live sessions, and 70+ page course notes.

1-1 Coaching & AI Academy

Bespoke mentoring sessions plus a dedicated AI Marketing Academy targeting the fast-growing generative AI space.

SWOT AT A GLANCE

STRENGTHS

• 12 LEO contracts (institutional moat) • 20k+ trainees, strong word-of-mouth • Big-brand pedigree (Yahoo!, BT, Orange) • Recurring revenue via membership

WEAKNESSES

• Key-person dependency on Evan • Lean two-person operation • Limited Dublin corporate visibility

OPPORTUNITIES

• AI knowledge gap (300% rise in queries) • Grow Digital Voucher (€5k tier) • Northern Ireland expansion • Corporate B2B in-house training

THREATS

• AI disintermediation of traditional skills • Udemey/LinkedIn Learning on price • DMI/universities on accreditation • LEO procurement policy shifts

COMPETITIVE POSITION

TMC occupies a distinct niche: practitioner-led, jargon-free, immediately applicable training for SME owners — not career-seekers. Unlike DMI (certification-focused) or Udemey (self-paced, generic), TMC delivers real-world Irish context with tailored local insight.

REPUTATION

161 five-star reviews on Trustindex (164 total) with a 100% business reply rate. Consistent praise for demystifying AI and

STRATEGIC PRIORITIES 2026-27

- Expand from 12 to 31 LEO contracts (focus: Northern & Eastern regions)
- Develop Agentic AI training programme — beyond content creation to autonomous workflows
- Build a "master-trainer" model to address key-person bottleneck and enable scale
- Target Northern Ireland SME market, mirroring Republic's

It then created the branded pdf

Other skills I created – Writing style and “About my Business”

Think about the types of skills Claude would benefit from using consistently when you ask it to do things

1. To be able to write “Like me” or “In our brand voice”



So I created a skill where I said “I want to create a skill so that when I ask you to write something you will use this writing style” and I then attached examples of my writing. It then asked me questions and created the skill

2. To always understand our products and services

I created a skill and said that whenever I ask you for business advice I want you to understand in detail the products and services that I sell. I attached a deep research report on my business

Other skills I created – admin tasks



Also think about the “admin” type things you do regularly that take up a lot of time.

For me these are

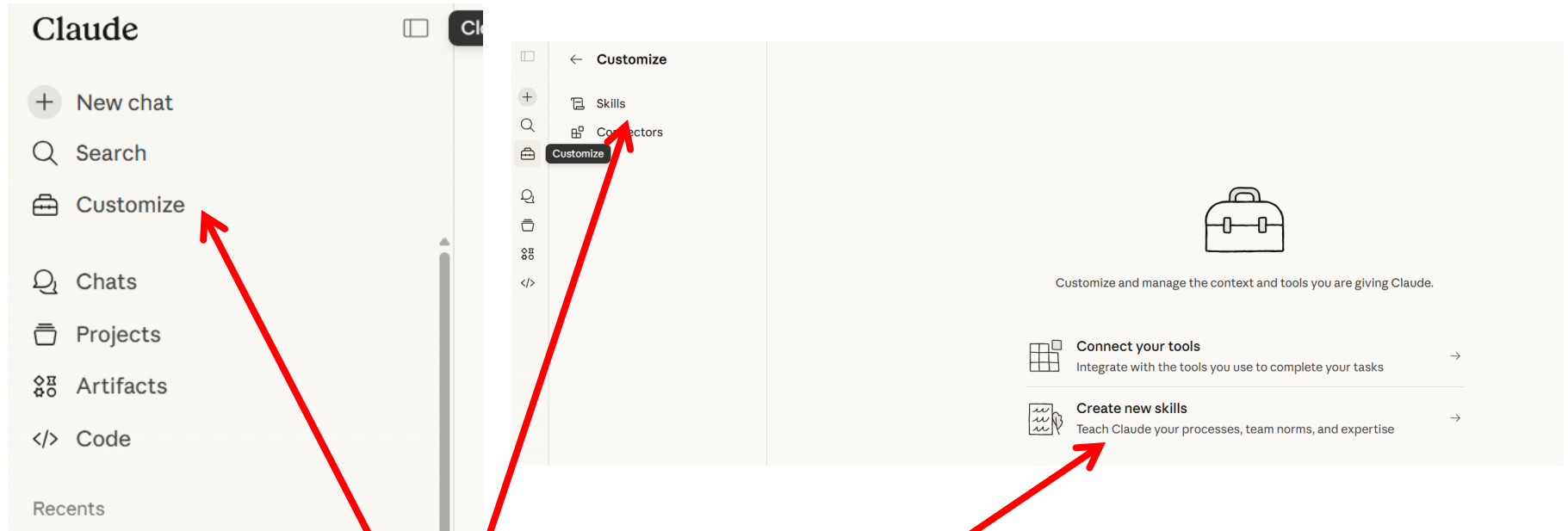
1. Turning a transcript from a training course into a summary document.

I created a skill where I asked for

- When I attach a course transcript summarise the main points, ensure you do x and don't do y in the summary
- And also use the TMC branding skill to create the file with our branding

2. Taking attendance sheets provided by LEOs and converting them into a template that we use.

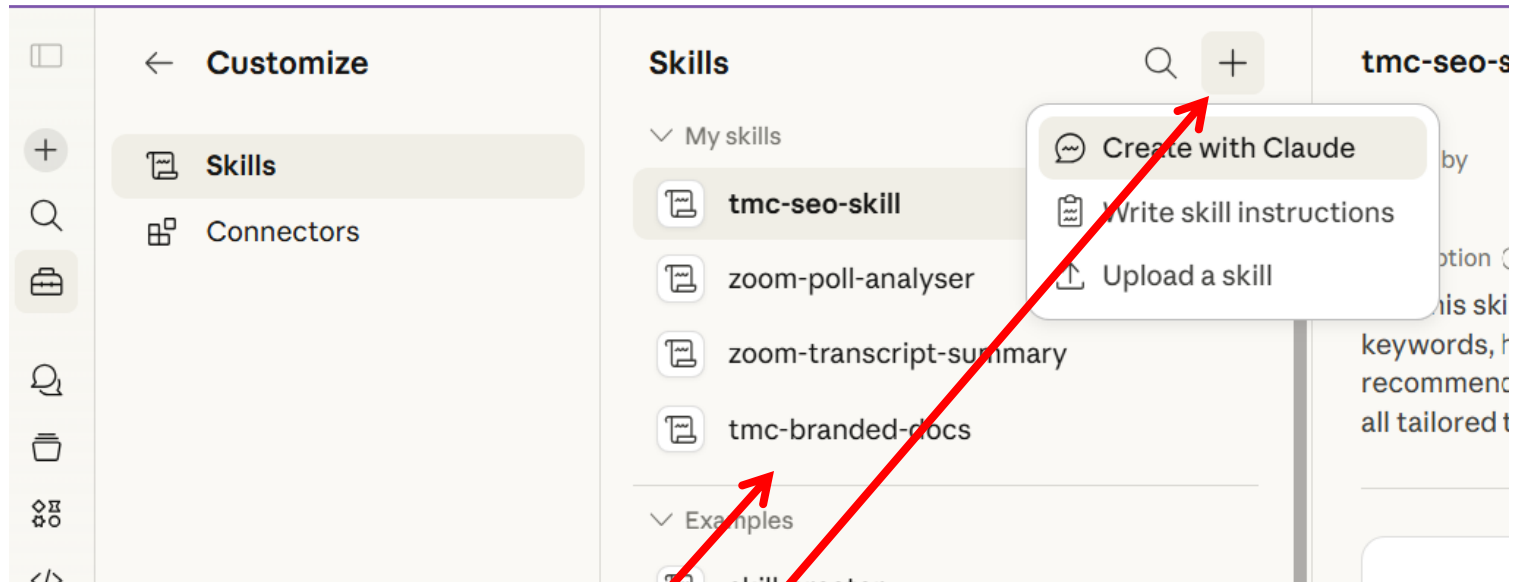
A skill to “Summarise a Zoom transcript into a branded report”



On the left hand menu click customise

Then either click Skills here or click Create new skills here

A skill to “Summarise a Zoom transcript into a branded report”

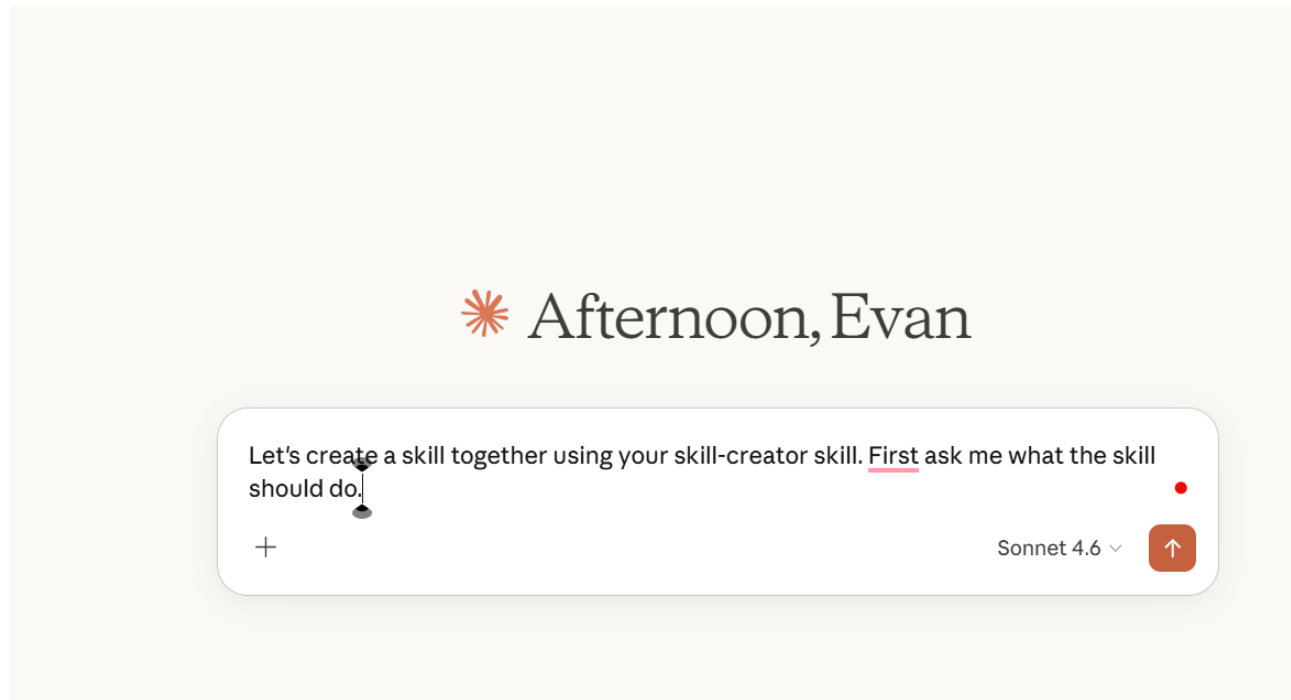


If you have created skills you will see them here

To create a new one click on the + icon

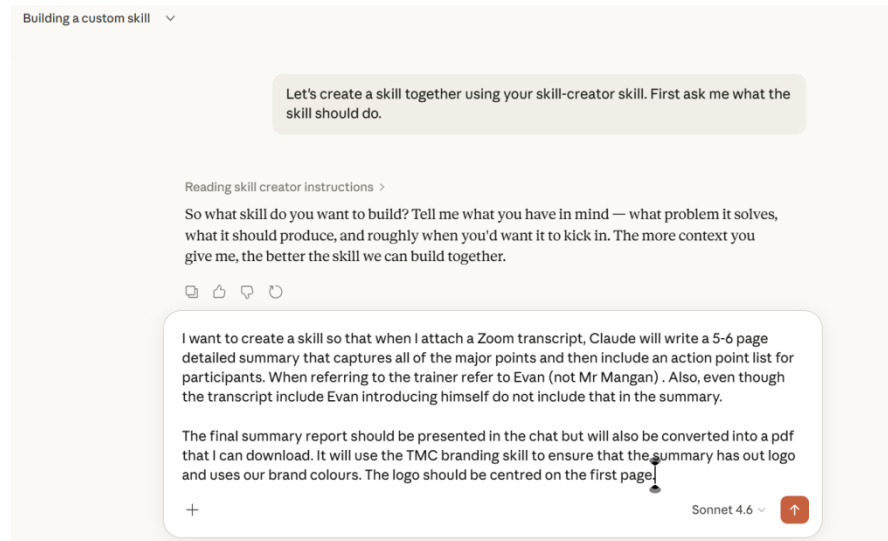
Then select Create with Claude

A skill to “Summarise a Zoom transcript into a branded report”



It will then generate a prompt.
Hit submit

A skill to “Summarise a Zoom transcript into a branded report”



It will then ask you a question. In the prompt box describe what you want the skill to be. For example, I wrote this prompt..

I want to create a skill so that when I attach a Zoom transcript, Claude will write a 5-6 page detailed summary that captures all of the major points and then include an action point list for participants. When referring to the trainer refer to Evan (not Mr. Mangan) . Also, even though the transcript include Evan introducing himself do not include that in the summary.

The final summary report should be presented in the chat but will also be converted into a pdf that I can download. It will use the TMC branding skill to ensure that the summary has out logo and uses our brand colours. The logo should be centred on the first page.

A skill to “Summarise a Zoom transcript into a branded report”

I want to create a skill so that when I attach a Zoom transcript, Claude will write a 5-6 page detailed summary that captures all of the major points and then include an action point list for participants. When referring to the trainer refer to Evan (not Mr Mangan) . Also, even though the transcript include Evan introducing himself do not include that in the summary.

↓

The final summary report should be presented in the chat but will also be converted into a pdf that I can download. It will use the TMC branding skill to

What should the PDF report be titled? (e.g. 'Training Session Summary', 'Course Summary Report')

< 1 of 3 > ✕

- 1 Training Session Summary
- 2 Course Summary Report →
- 3 Session Notes & Action Points
- 4 Let Claude decide from the transcript
- ✎ Something else

Skip

↑ ↓ to navigate · Enter to select · Esc to skip

It will then ask you a few questions

A skill to “Summarise a Zoom transcript into a branded report”

Building a custom skill ▾

- Q&A Highlights (if applicable)
- Action Points for Participants (8-12 specific, practical actions)

Rules baked in: Evan (never Mr Mangan), no self-intro, no housekeeping, general action points only, TMC purple throughout.

To install it, go to **Settings → Custom Skills** in Claude and upload the `.skill` file. Once installed, just drop a transcript into the chat and it'll kick in automatically. Want to test it straight away with a real transcript?

 zoom-transcript-summariser Skill  [Copy to your skills](#)



Reply...

+

Sonnet 4.6 ▾ 

zoom-transcript-summariser / SKILL.md ... [Copy to your skills](#)

- If the date wasn't found in the transcript, flag this so he can let you know and you can regenerate

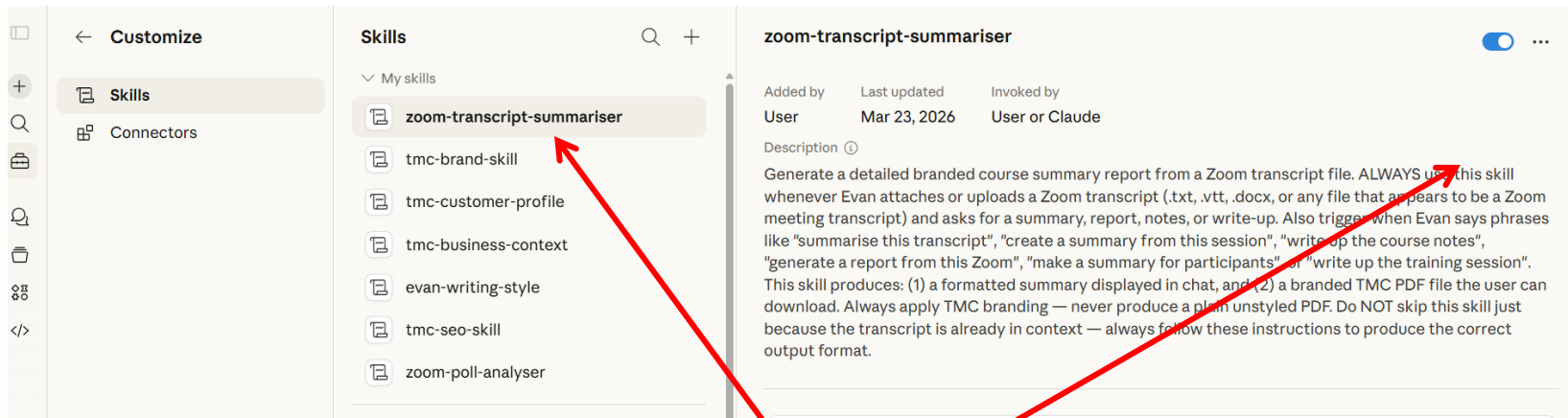
Key rules (never break these)

Rule	Detail
Trainer name	Always Evan — never "Mr Mangan", never "the trainer"
Self-intro	Never include Evan's personal/company introduction in the summary
Action points	General list for all participants — not assigned to individuals
Logo	Always square — 4cm × 4cm. Never stretch or squish
PDF title format	<code>[LEO Name] - [Course Name] - Course Summary</code>
Branding	TMC purple <code>#6600CC</code> for all headings and accents — no default blue
Length	5-6 pages of meaningful content — not padded, not truncated

It took a few minutes for it to build the skill

Note: You then need to save this skill to your skills. Click on “Copy to your skills”

A skill to “Summarise a Zoom transcript into a branded report”



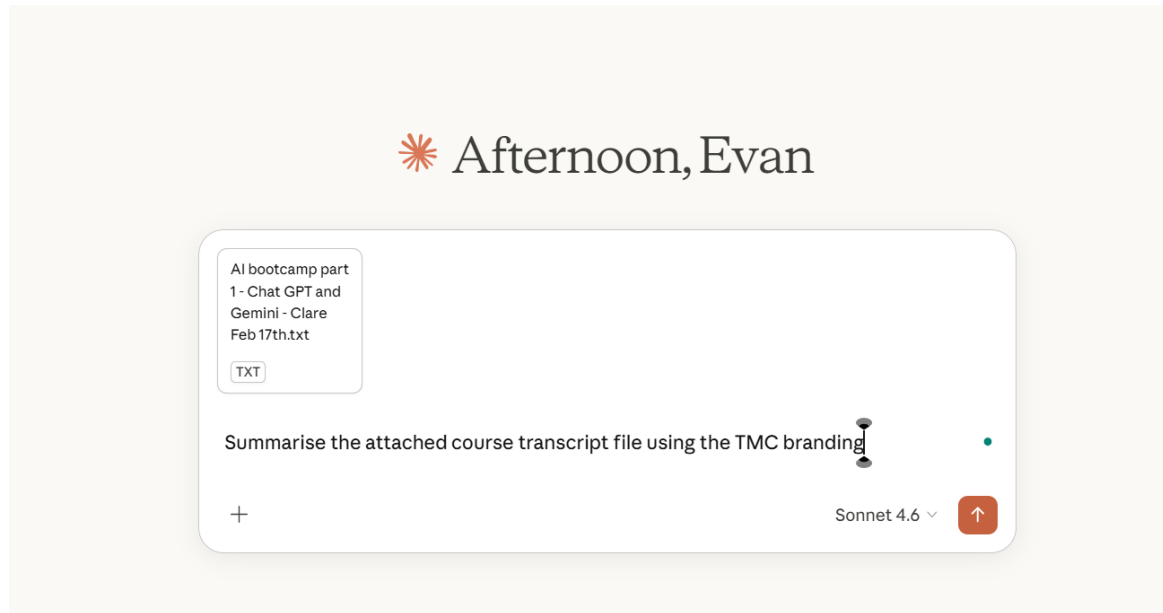
If you now go back to your skills (Customise / skills / my skills”

You will see it listed

Click on it

The click the 3 dots top right and you can delete it, download it (to share with someone) or edit it with updated rules if you wish

What this means



I can attach a transcript and say ...

Summarise the attached course transcript file and use the TMC branding

I am now combining the transcript summary skill and the branding skill

.

What this means

The screenshot displays the Claude AI interface. On the left, a sidebar contains icons for file management and a list of recent files. The main chat area shows a conversation where the user has requested a branded PDF of a course transcript summary. The AI has responded, stating it is generating the PDF and providing a reference for the branding. The branding details listed are: LEO: Clare LEO, Course: AI Bootcamp Part 1 — ChatGPT and Gemini, and Date: 17th February 2025. The AI also mentions that the summary covers all five sections, including session overview, topics list, detailed notes, Q&A, and 12 specific action points. A 'Download' button is visible next to the generated PDF file. On the right, a preview of the PDF document is shown. The document has a purple header with 'The Marketing Crowd' logo. The title is 'Clare LEO — AI Bootcamp Part 1 — Course Summary' and the date is '17th February 2025'. The document is prepared by 'The Marketing Crowd'. The first section is '1. Session Overview', which describes the session as Part 1 of a two-session AI Bootcamp delivered by Evan on behalf of Local Enterprise Office Clare on 17th February 2025. The second section is '2. Key Topics Covered', which lists 'What AI tools are and how they work (LLMs, Generative AI, Multimodal)' and 'The AI landscape: ChatGPT, Gemini, Grok, Claude, Meta AI, DeepSeek'.

Course transcript summary with TMC branding ▾

Now generating the branded PDF...

Ran 4 commands, created a file, read a file >

The PDF is ready to download. Here's what was used on the cover for your reference:

- **LEO:** Clare LEO
- **Course:** AI Bootcamp Part 1 — ChatGPT and Gemini
- **Date:** 17th February 2025

The summary covers all five sections — session overview, topics list, detailed notes across all the key content areas, the Q&A, and 12 specific action points for participants. Let me know if you want anything adjusted.

Clare leo ai bootcamp part1 course summary
Document · PDF

Download

Usage limit reached • Resets 6:00 PM • limits shared with Claude Code Keep working

Reply...

Sonnet 4.6 ▾

Claude is AI and can make mistakes. Please double-check responses.

Clare leo ai bootcamp part1 course summary · PDF

The Marketing Crowd

Clare LEO — AI Bootcamp Part 1 — Course Summary

17th February 2025

Prepared by The Marketing Crowd

1. Session Overview

This session was Part 1 of a two-session AI Bootcamp delivered by Evan on behalf of **Local Enterprise Office Clare** on 17th February 2025. The focus of Part 1 was the strategic and text-based side of AI — how to use ChatGPT and Google Gemini to generate ideas, develop content, plan marketing, and analyse businesses. Part 2 (the following week) covers the creative side: image creation, image editing, and AI video. Participants ranged from complete beginners to those with some prior ChatGPT experience.

2. Key Topics Covered

- What AI tools are and how they work (LLMs, Generative AI, Multimodal)
- The AI landscape: ChatGPT, Gemini, Grok, Claude, Meta AI, DeepSeek

It then gave a course transcript that is a summary AND is branded

What Admin type skills could you create?



Ask yourself ...

1. What do I do on my PC regularly that takes a lot of time.
2. Is it very similar each time so it could be repeatable in a skill
3. Does it involve text documents, spreadsheets, reports – if so it could be ideal for a skill

What Admin type skills could you create?



Ask Claude to help you. Use this prompt

I want you to help me identify tasks I do regularly in my business that could be turned into a repeatable Claude skill — a set of instructions that means I never have to explain the same job to Claude twice.

Ask me a series of questions, one at a time, to help me discover these tasks. Focus on:

Things I do on my computer regularly that take a lot of time

Tasks that follow a similar pattern each time

Any work involving text documents, spreadsheets, reports, emails, or social media posts

Things I dread doing because they're repetitive and boring

After asking me your questions, give me a ranked shortlist of my top 3 skill candidates, explain why each one would work well, and suggest what I should name each skill."

USING AI FOR TASKS CREATING FILES & DOING JOBS

Which Level Are You At?



1 Identify tasks an AI can help you do
You have made a list of tasks in your job that an AI can help you with.

USING AI FOR TASKS

CREATING FILES & DOING JOBS

Which Level Are You At?

The
MARKETING
CROWD



2 Create Skills The AI Can Use

You have created skills (Brand. writing style, Business contact) that AI can use when implementing repetitive tasks.

1 Identify tasks an AI can help you do

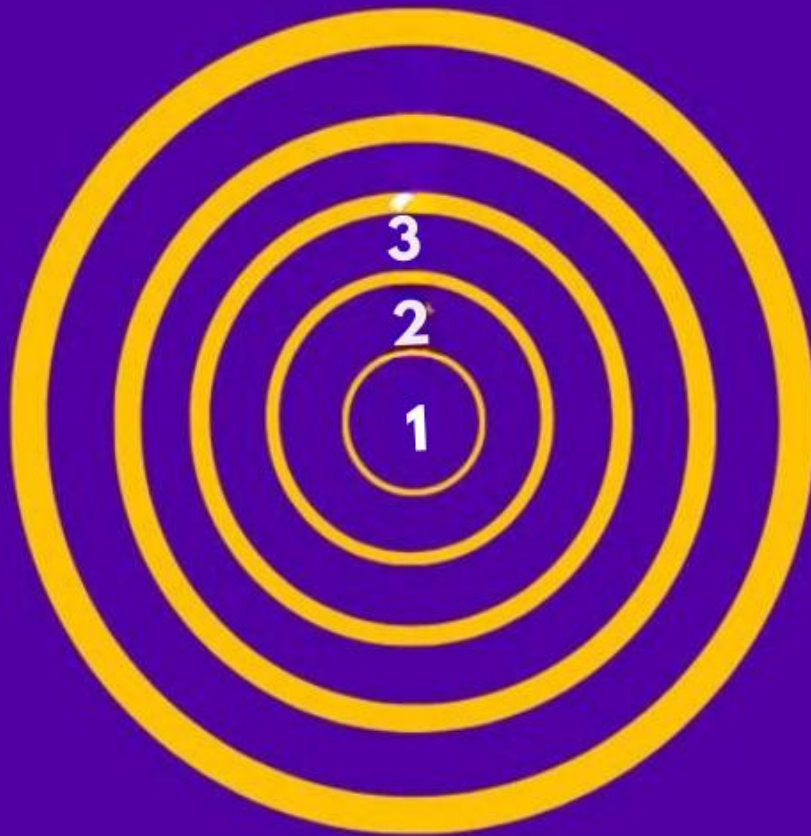
You have made a list of tasks in your job that an AI can help you with.

USING AI FOR TASKS

CREATING FILES & DOING JOBS

Which Level Are You At?

The
MARKETING
CROWD



3 Tasks Using The Web Version

You write a prompt and the AI applies your custom skills (brand, writing style, business context) to complete the task.

2 Create Skills The AI Can Use

You have created skills (Brand, writing style, Business context) that AI can use when implementing repetitive tasks.

1 Identify tasks an AI can help you do

You have made a list of tasks in your job that an AI can help you with.

What we will cover

About Claude

- What is Claude?
- What makes Claude different?
- The three main areas within Claude: Chat, CoWork and Code
- Free and paid versions of Claude

Claude Chat: Elements that are similar to Chat GPT and Gemini

- Fast and thinking models, personalisation and projects

Claude Chat: Key features you should understand

- Credits system
- Skills

Claude CoWork – Demonstration of how to use this AI Agent

- How to install it in your PC
- Overview of the navigation
- Ways you can use CoWork

Agentic AI – This is the next big stage in AI development



Currently, most people use AI tools to answer questions

Agentic AI is when the AI completes a task for you.

This is the next big stage in AI and there have been some Agentic AI tools available since last year. Two of the main ones include Manus and Chat GPT agent Mode

You give the agent a task and it will figure out the best way to do it

1. Find (or book) a hotel in Dublin for this date for 2 nights within my budget of €400 and it has to be pet friendly

It will go off, do the research and come back with option. If you want it can book it for you as well.

Agentic AI – This is the next big stage in AI development

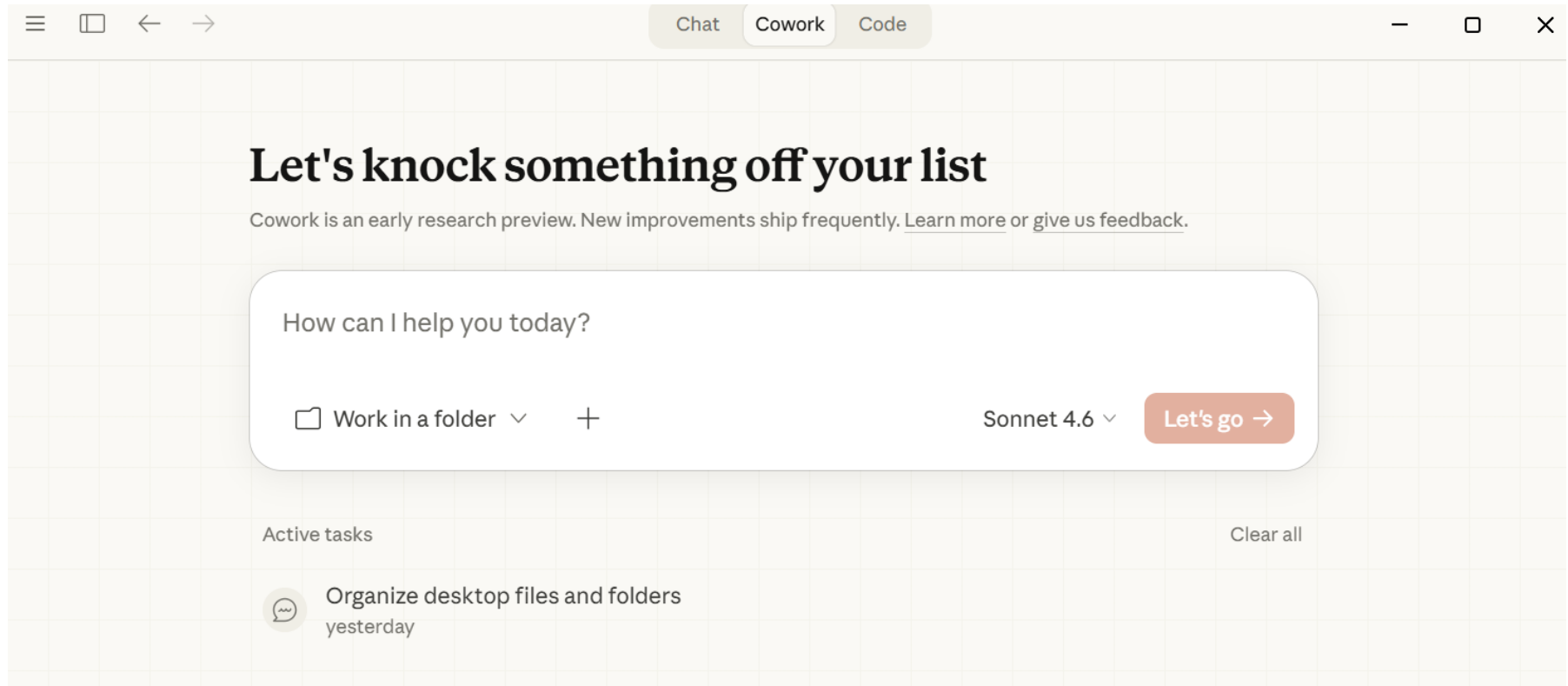


Issues with Agentic AI to date

1. When it gets to a website that requires a login it cannot. You have to login. However, it can then see your logins. Do you want that?
2. Do you want an AI agent to buy with your credit card?
3. Quite often if the task involves going to websites and doing something for you the agent will get stuck and cannot complete the task.

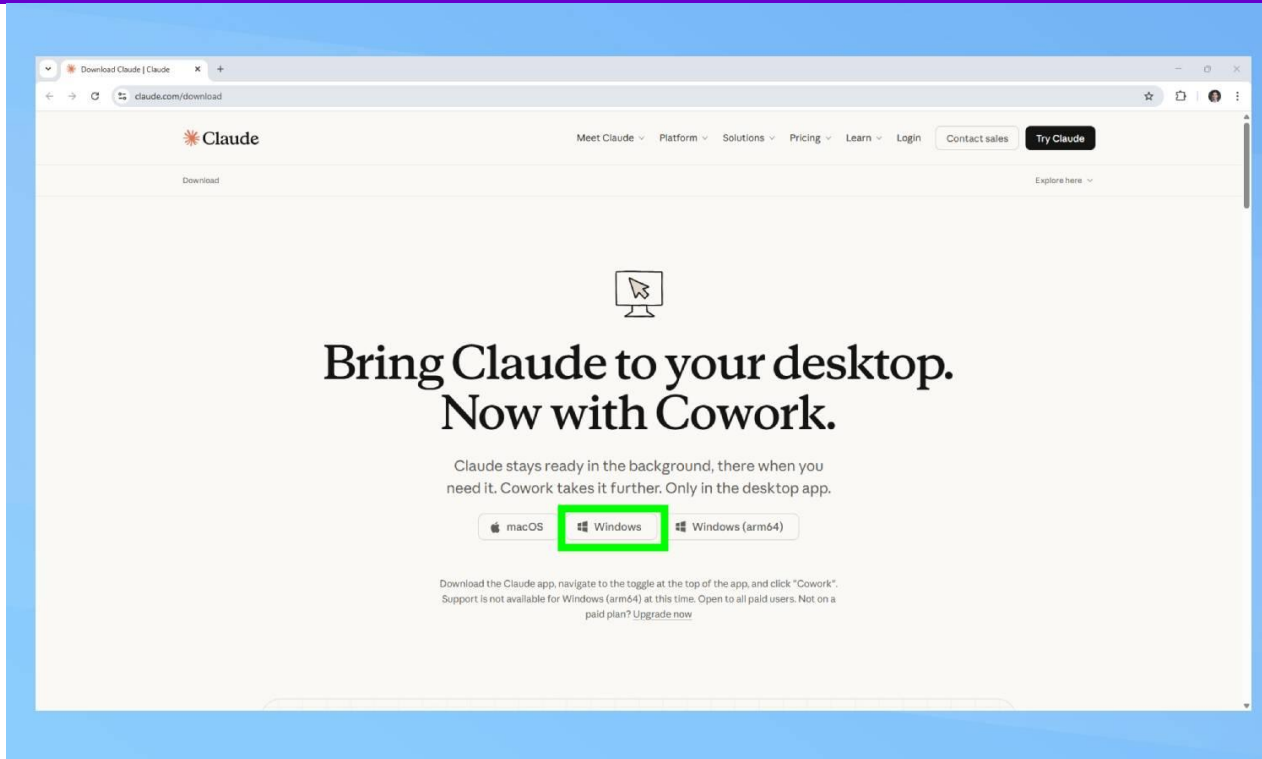
So, a lot of the AI agents in 2025 were not as developed and as useful as initially hyped.

Claude Co Work – The best and easiest to use currently



In January 2026 Claude released Cowork which is an AI agent that can do things for you. This has been hugely popular and marks a leap forward in terms of Agentic AI. You will hear a lot about Claude CoWork

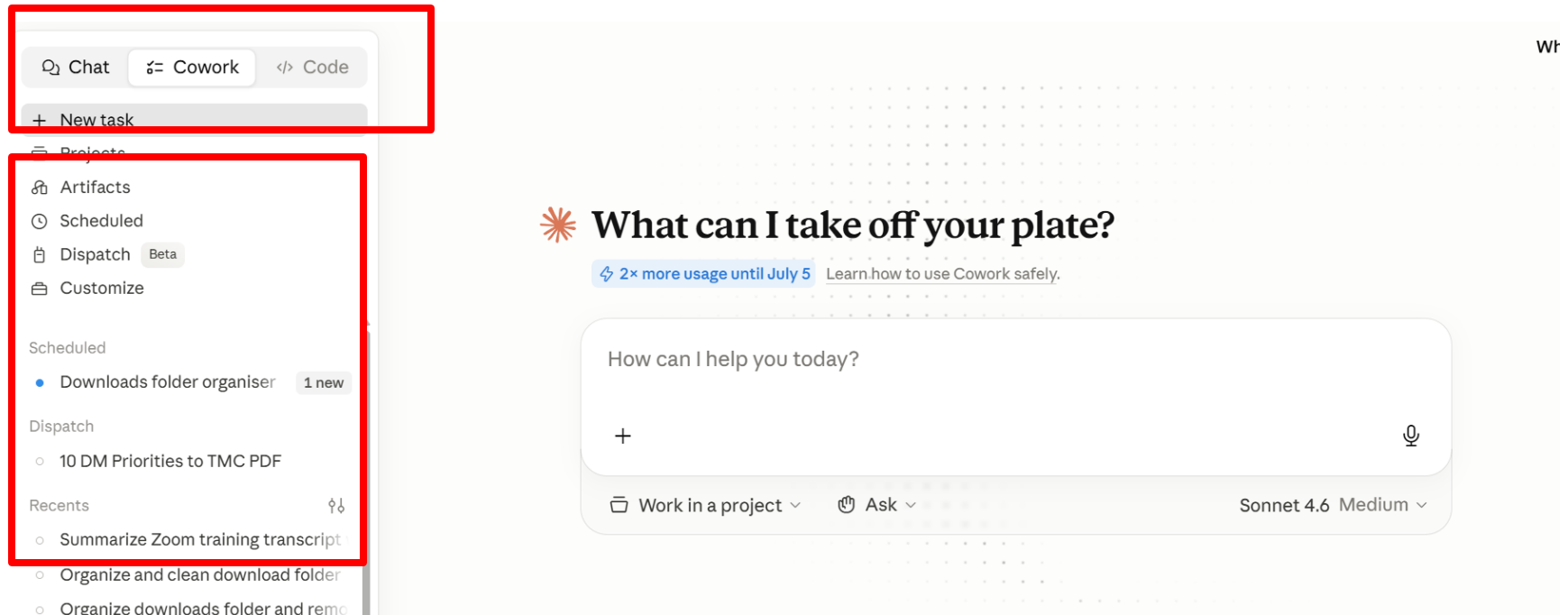
How to install CoWork



Note: You have to have a paid plan – you currently cannot use this on the free plan

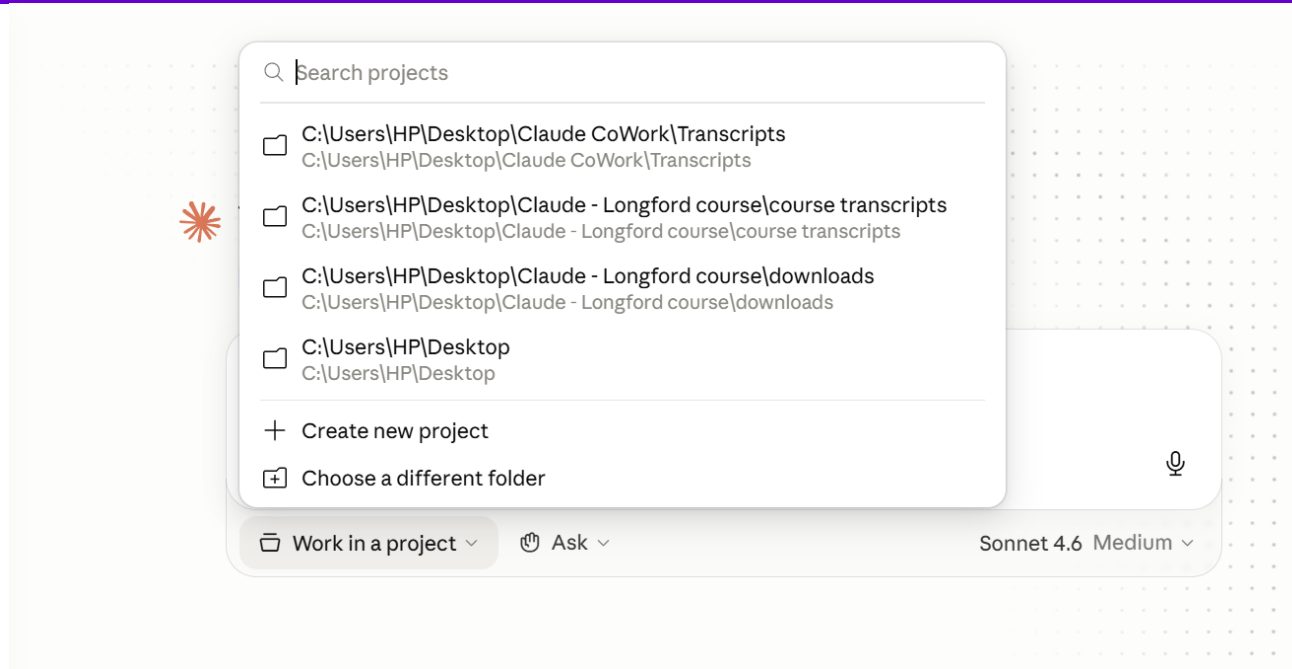
When you are logged into Claude.ai on your paid plan, look for an option that says Download CoWork. You can install it on windows PC or Mac. Choose the relevant option and then follow the prompts. It is like installing any software on your device.

Overview of the navigation



Notice – at the top there are options for Chat, CoWork and Code. You will select Cowork
It then looks just like Claude Chat web version.
You have a menu down the left which is very similar
You can click on your name for settings – all your web settings are carried through to this app

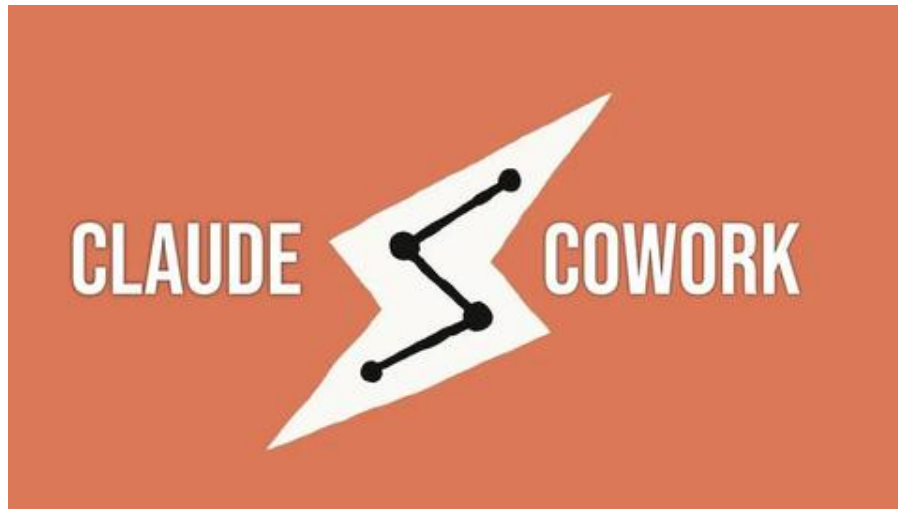
Overview of the navigation



The main difference with CoWork is that you get it to work in a folder on your PC / Mac

1. Create a folder on your PC / Mac
2. Then copy in files that you want Claude to work on.
3. Then write a prompt in the box asking it to do something. Claude will then look at the files in the folder and if you ask it to create someone it will place it in that folder
4. You can then ask it to repeat the process on a regular basis

How could you use Claude CoWork?



What Claude Cowork Actually Is

Think of Claude Cowork as a digital employee — not a chatbot.

It has:

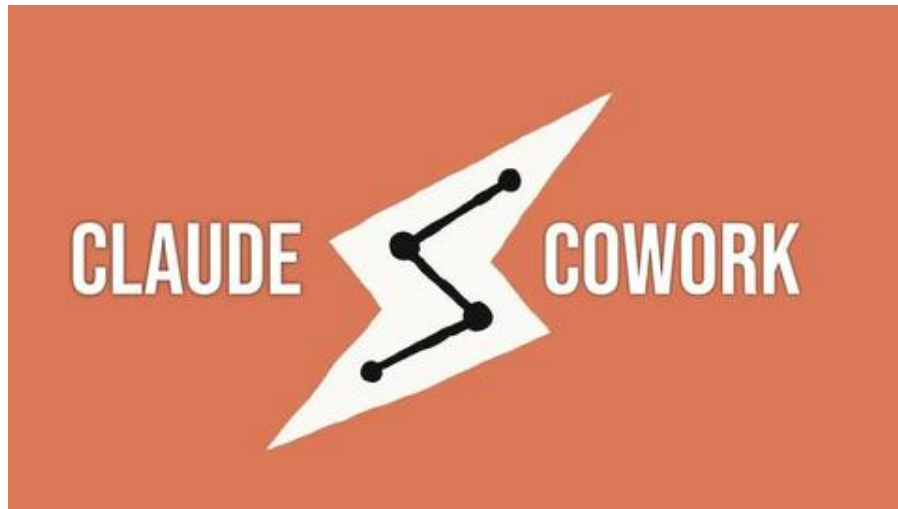
Eyes → can see your files and screens

Hands → can move files, edit content, and use apps

Brain → can make decisions and complete tasks

It doesn't just answer questions. It gets real work done on your computer.

How could you use Claude CoWork?



Basic Digital Housekeeping on your PC

Start simple. Save time on small, repetitive jobs.

Clean up messy folders

Ask it to organise your desktop

Example: move all images into one folder, PDFs into another

Rename files properly

Ask it to scan the images or screenshots in a folder and rename them. Give it an example such as Turn "Screenshot 123" into "Instagram Offer Graphic"

Uses image recognition to understand what the file is

Difficulty: Easy

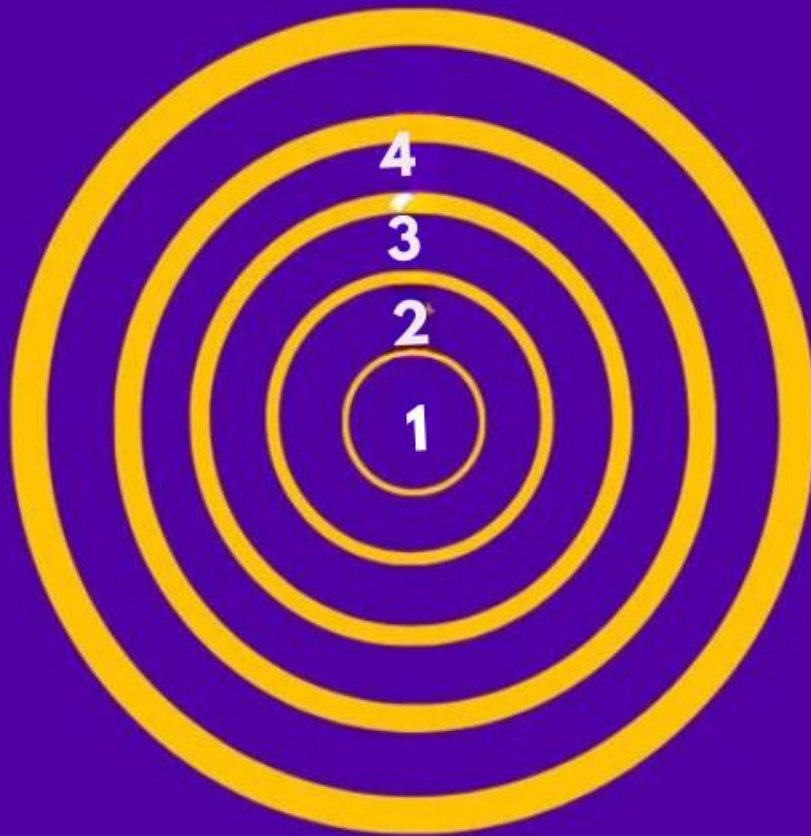
- Simple prompts
- No setup required

USING AI FOR TASKS

CREATING FILES & DOING JOBS

Which Level Are You At?

The
MARKETING
CROWD



4 Basic Tasks On Your PC

Claude CoWork is working in a folder on your PC and you can schedule it to repeat simple tasks eg. file maintenance, generating weekly reports

3 Tasks Using The Web Version

You write a prompt and the AI applies your custom skills (brand, writing style, business context) to complete the task.

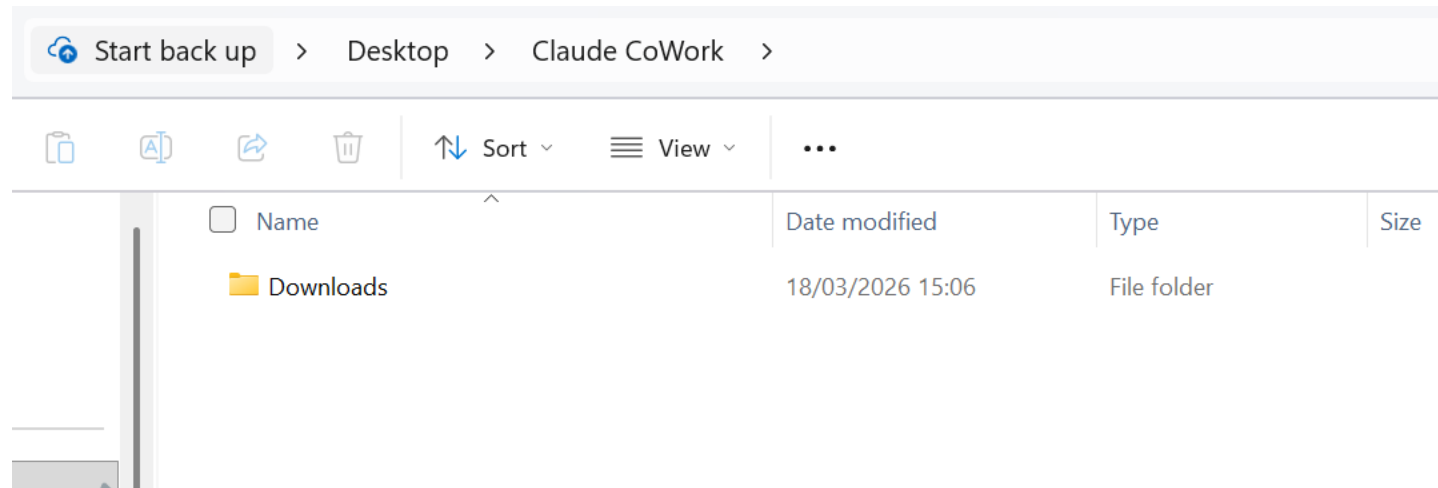
2 Create Skills The AI Can Use

You have created skills (Brand. writing style, Business context) that AI can use when implementing repetitive tasks.

1 Identify tasks an AI can help you do

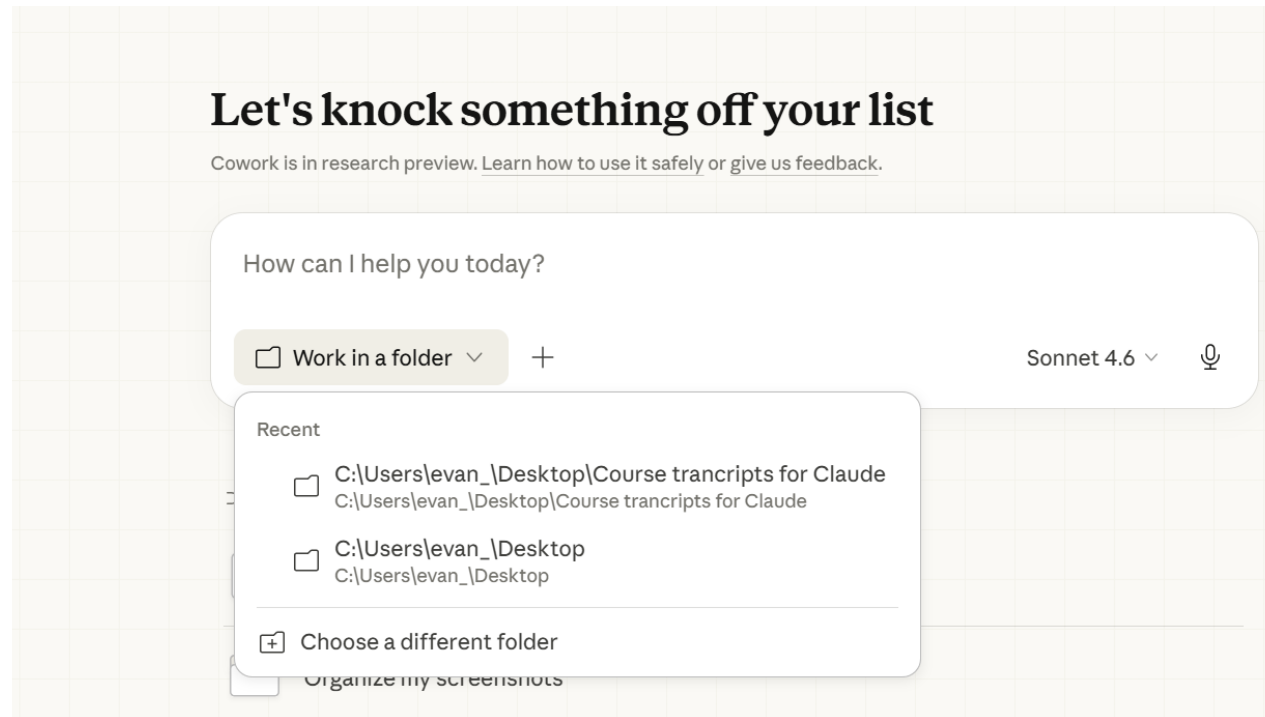
You have made a list of tasks in your job that an AI can help you with.

How To Get It To Do Basic Digital Housekeeping on your PC



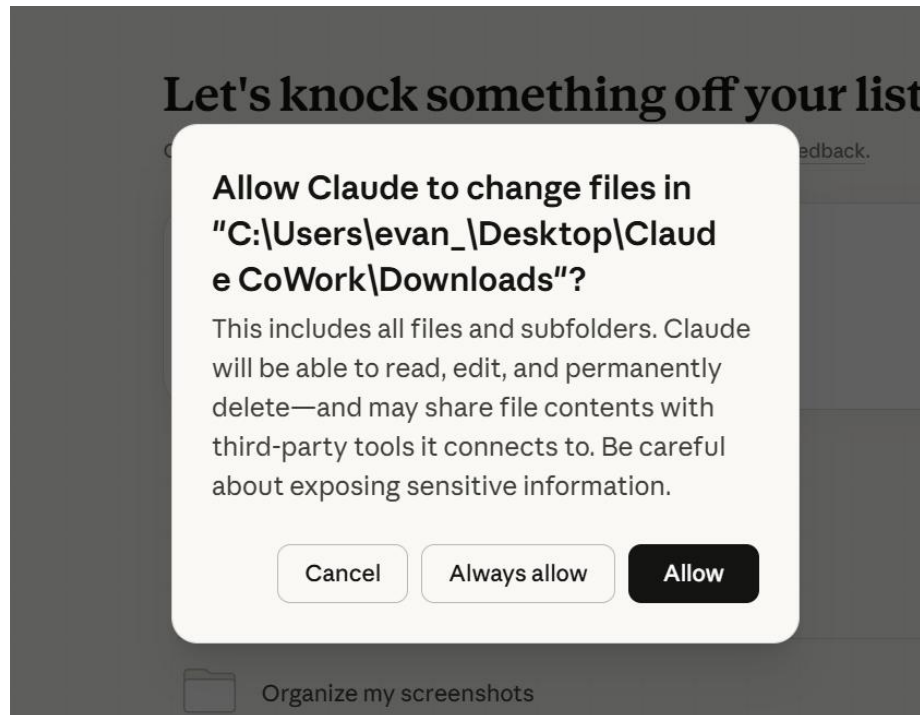
- Create a folder on your desktop for Claude to work in.
- Call it anything you want. I called it Claude CoWork
- Inside that folder create a folder that you will place files into that it will work on. I created a folder called Downloads because I want it to analyse and sort everything in my downloads folder
- Copy all the files that you want it to work on into that folder

How To Get It To Do Basic Digital Housekeeping on your PC



- In the Claude app on your PC click on Work in folder
- It will show you previous folders you asked CoWork to work in
- Click choose a different folder if it's a new folder you want it to work in

How To Get It To Do Basic Digital Housekeeping on your PC



- When I selected the folder, I was then asked to give it permission
- I clicked Always allow as I might want it to back to the folder on a schedule e.g. Every month.

How To Get It To Do Basic Digital Housekeeping on your PC

Let's knock something off your list

Cowork is in research preview. [Learn how to use it safely](#) or [give us feedback](#).

Please sort all the files in the downloads folder. I want them better organised|

 C:\Users\evan_\Desktop\Claude CoWork\D... ▾



Sonnet 4.6 ▾

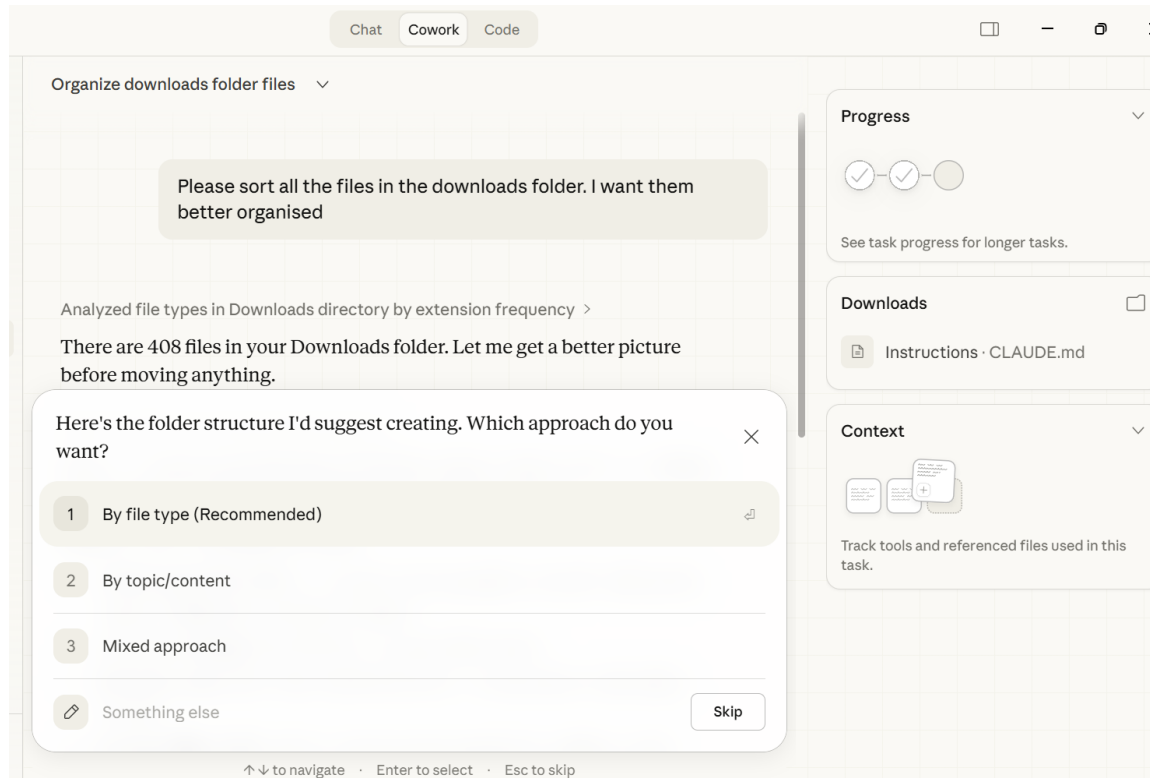
Let's go →

↺ Pick a task, any task

Now that the folder is selected I typed in my prompt and then clicked Lets Go

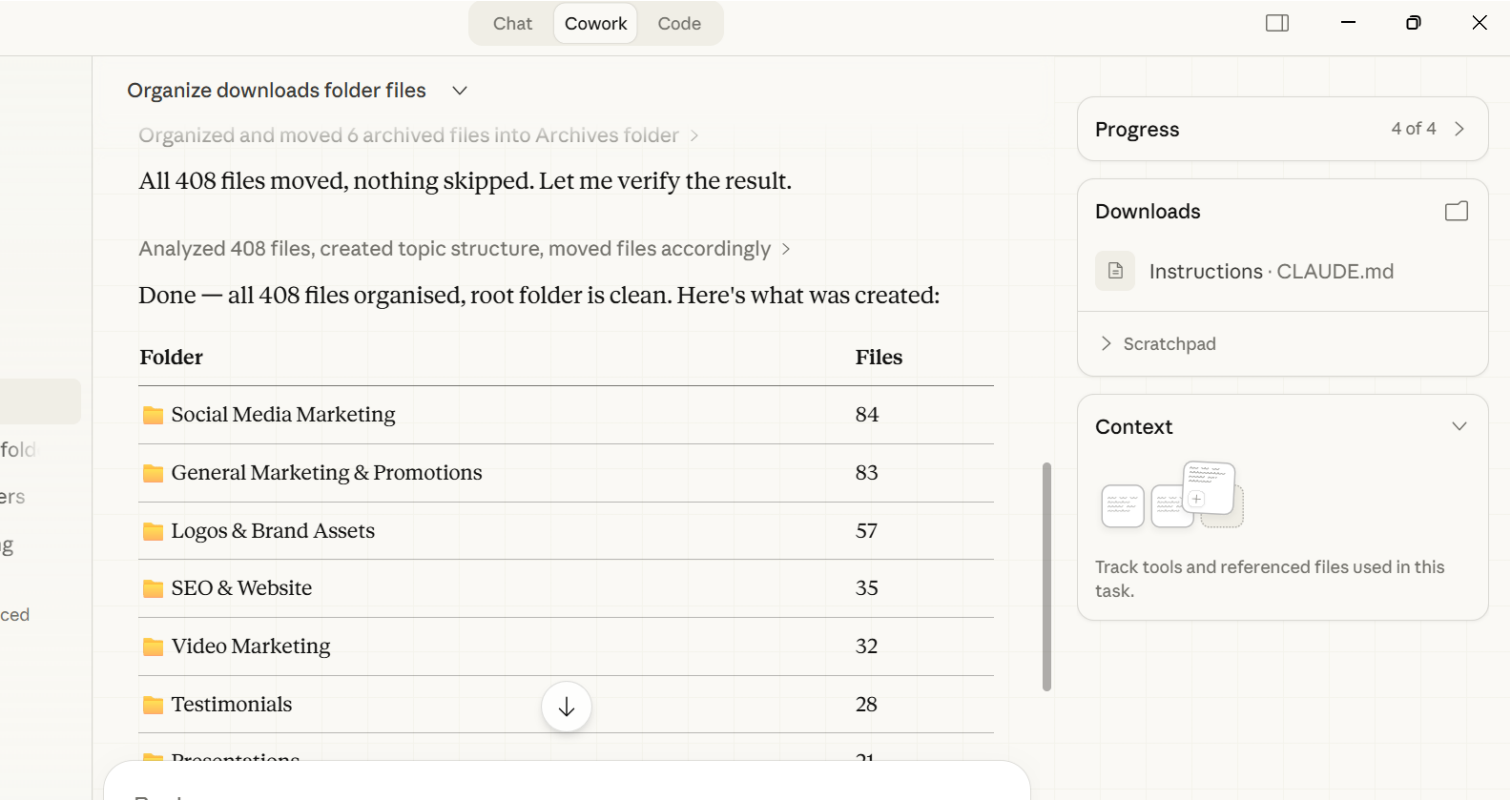
Please sort all the files in the downloads folder. I want them better organised

How To Get It To Do Basic Digital Housekeeping on your PC



Within a minute or so it told me how many files, the breakdown of the files images, docs etc.
It then asked me a question
I selected “By Topic”

How To Get It To Do Basic Digital Housekeeping on your PC



Within 3-4 minutes it completed the task and gave me a breakdown

When I checked the actual folder they were all organised into subfolders

How To Get It To Do Basic Digital Housekeeping on your PC

Schedule the Downloads folder organisation to run on the 1st of every month. only look at new files that have been added and then add them to the relevant subfolders.



Used a skill >

 create_scheduled_task



Using scheduled-tasks... · 7s

Reply...



Sonnet 4.6 ▾



Queue

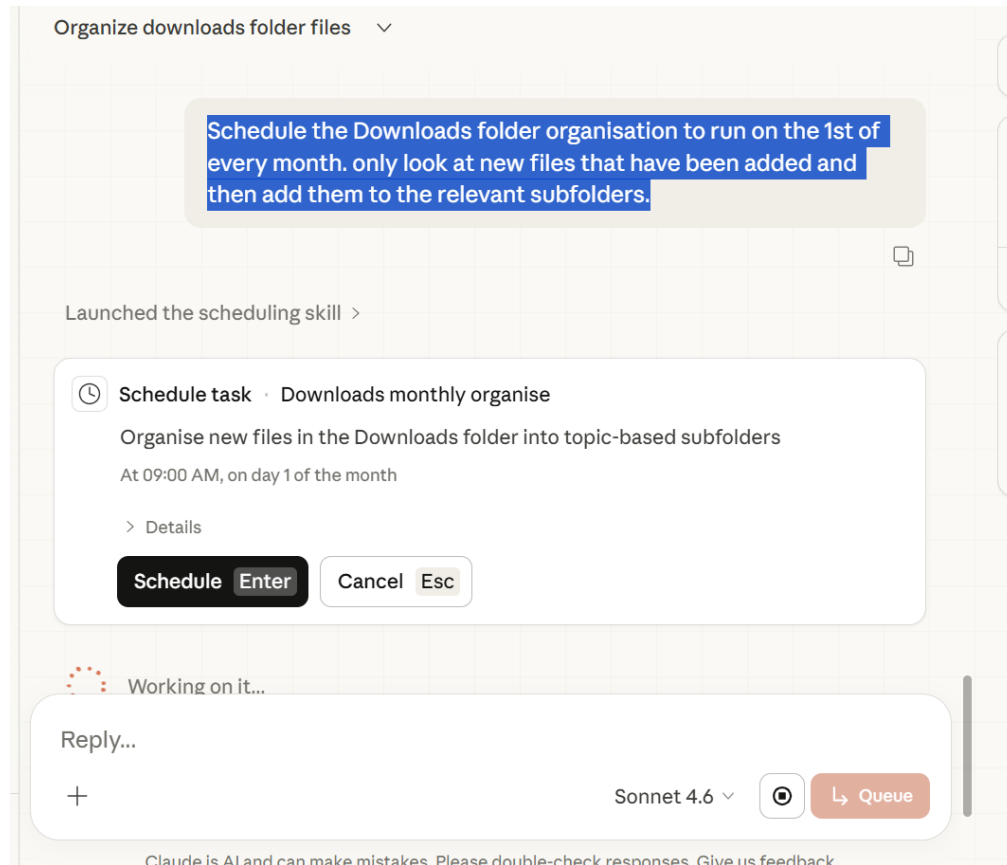
I can easily schedule this to be done monthly.

I typed in this prompt

Schedule the Downloads folder organisation to run on the 1st of every month. only look at new files that have been added and then add them to the relevant subfolders.

It then started to create a skill that it will use in the future and it started to schedule

How To Get It To Do Basic Digital Housekeeping on your PC



It then asked me to confirm that I wanted this to be scheduled

What else could you ask it to do on your PC?

File & Folder Management

- Moving photos off of your desktop into dated folders
- Archiving old files by year
- Identifying duplicate files and then deleting all except one

Admin & Documents

- Filing invoices into monthly folders automatically
- Archiving old quotes or proposals by year

Maintenance Tasks

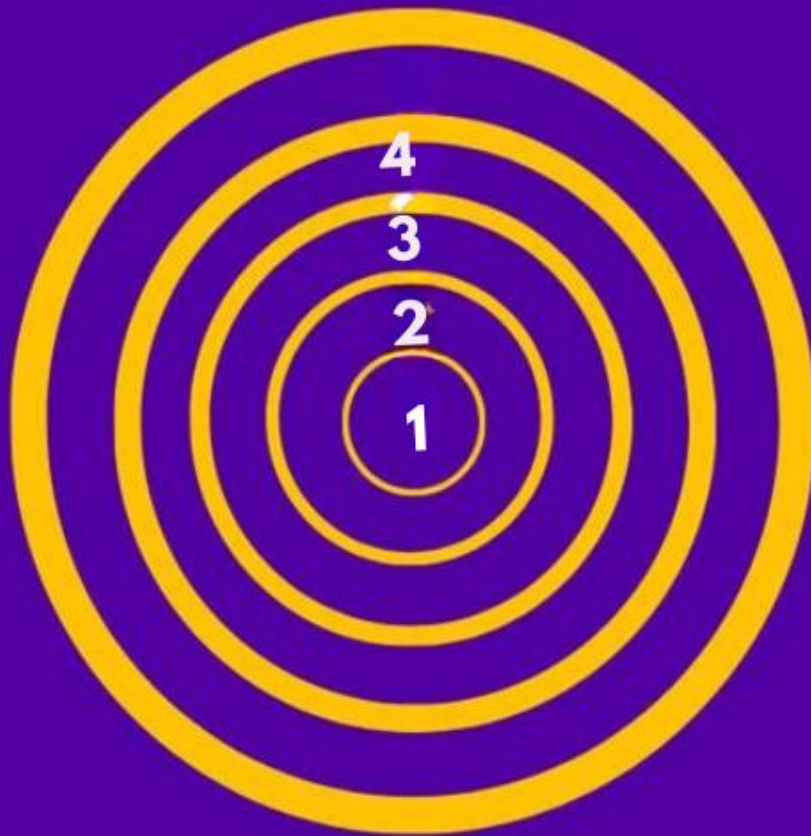
- Flagging files that haven't been opened in 12+ months (candidates for deletion)
- Checking a folder for files over a certain size that might be clogging up storage

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CREATING FILES & DOING JOBS

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MARKETING
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3 Tasks Using The Web Version

You write a prompt and the AI applies your custom skills (brand, writing style, business context) to complete the task.

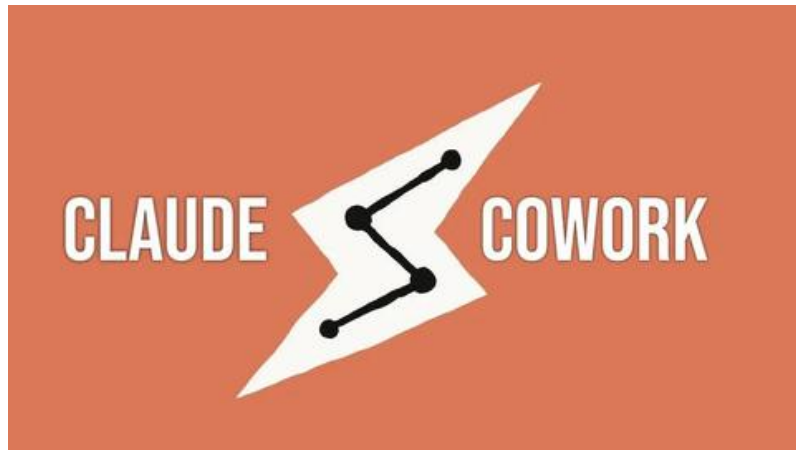
2 Create Skills The AI Can Use

You have created skills (Brand, writing style, Business context) that AI can use when implementing repetitive tasks.

1 Identify tasks an AI can help you do

You have made a list of tasks in your job that an AI can help you with.

How could you use Claude CoWork?



Convert Zoom transcripts into summary documents

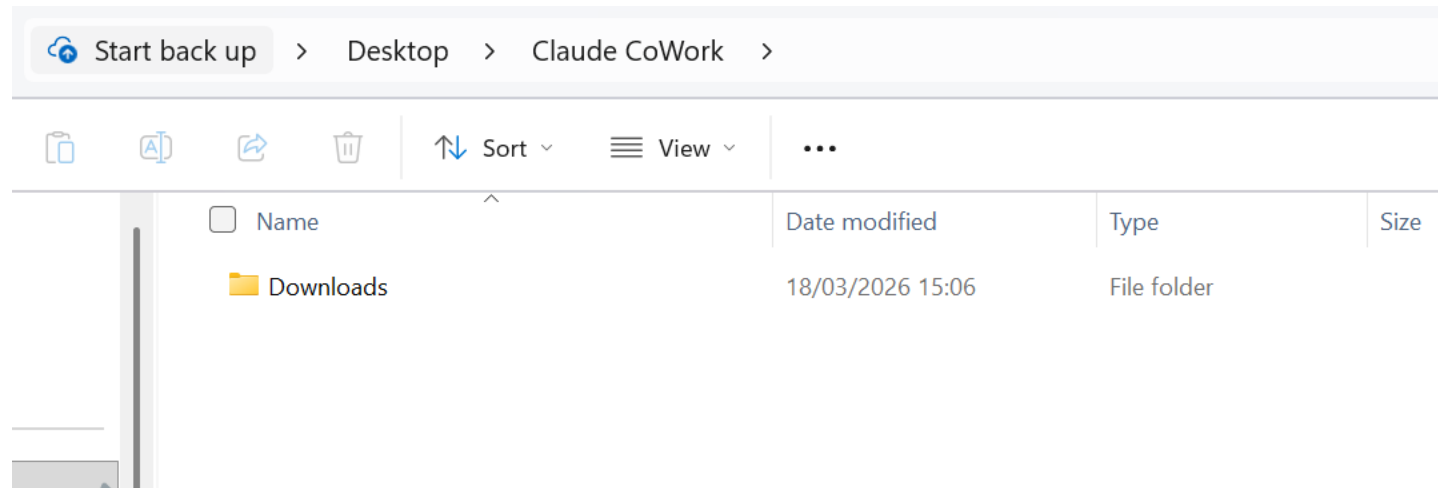
This is what I used Claude for on the web version using Chat

But why do it in CoWork rather than using Claude Chat on the web version?

Instead of uploading and downloading files and writing a prompt in the web version ...

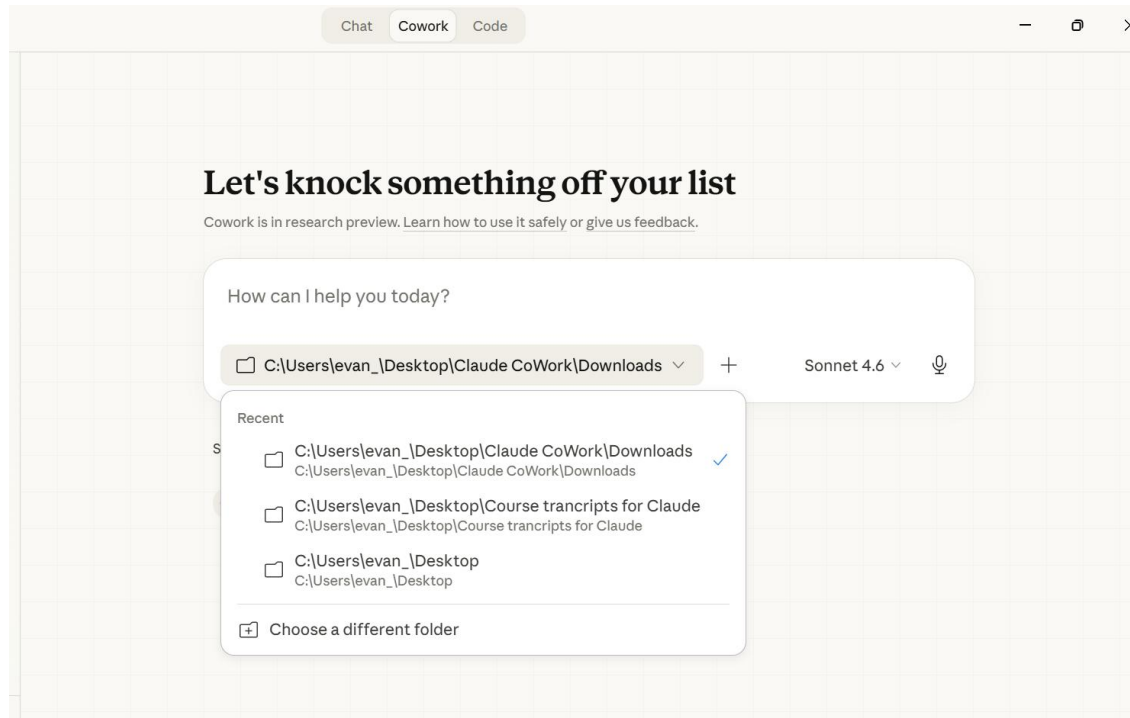
1. I can save a file each day into the folder and then schedule CoWork to check each day at 5Pm and it will find it and just do the report
2. It will use all of the skills that I have created in Claude Chat
3. I could put 50 files into the folder and CoWork would work its way through all of them
4. I can just tell CoWork to "Go" to the folder and it will know what to do and do it
5. CoWork will save all of the created files in subfolders on my PC.

How To Get It To Create A Report / Document / Analysis file



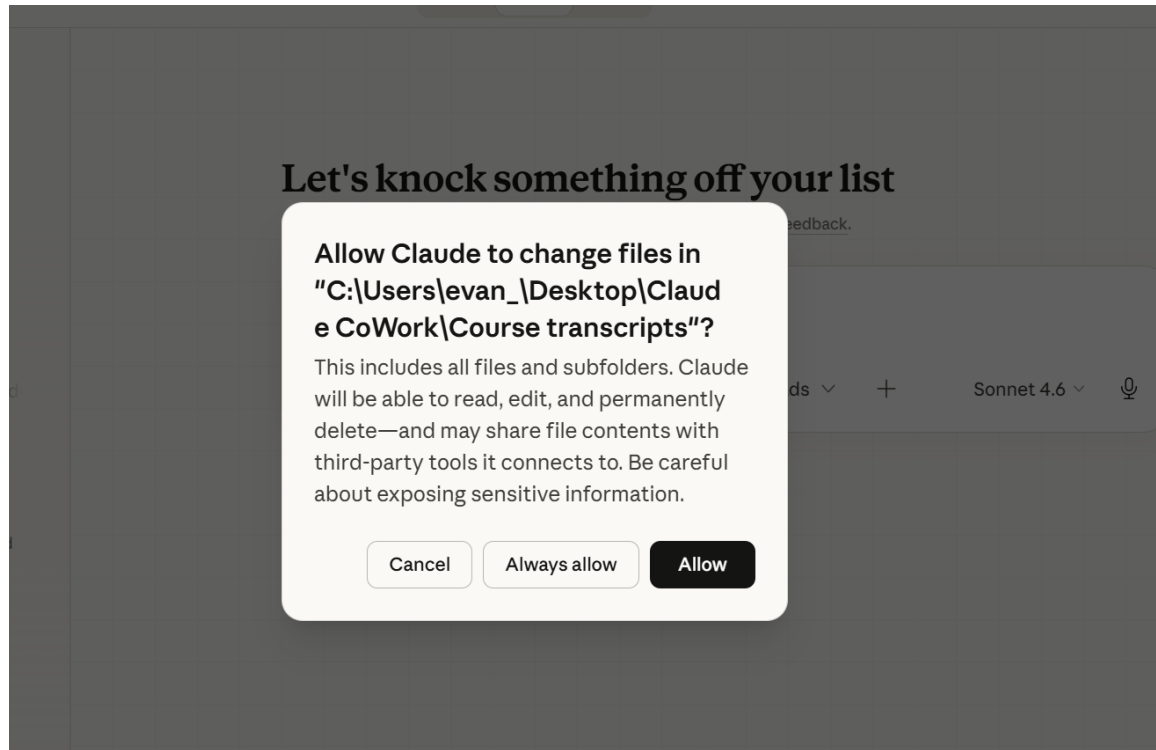
- Create a folder on your desktop for Claude to work in.
- Call it anything you want. I called it Claude CoWork
- Inside that folder create a folder that you will place files into that it will work on. I created a folder called Course Transcripts because I want it to analyse and summarise any transcript that I place in that folder
- Copy any files that you want it to work on into that folder

How To Get It To Create A Report / Document / Analysis file



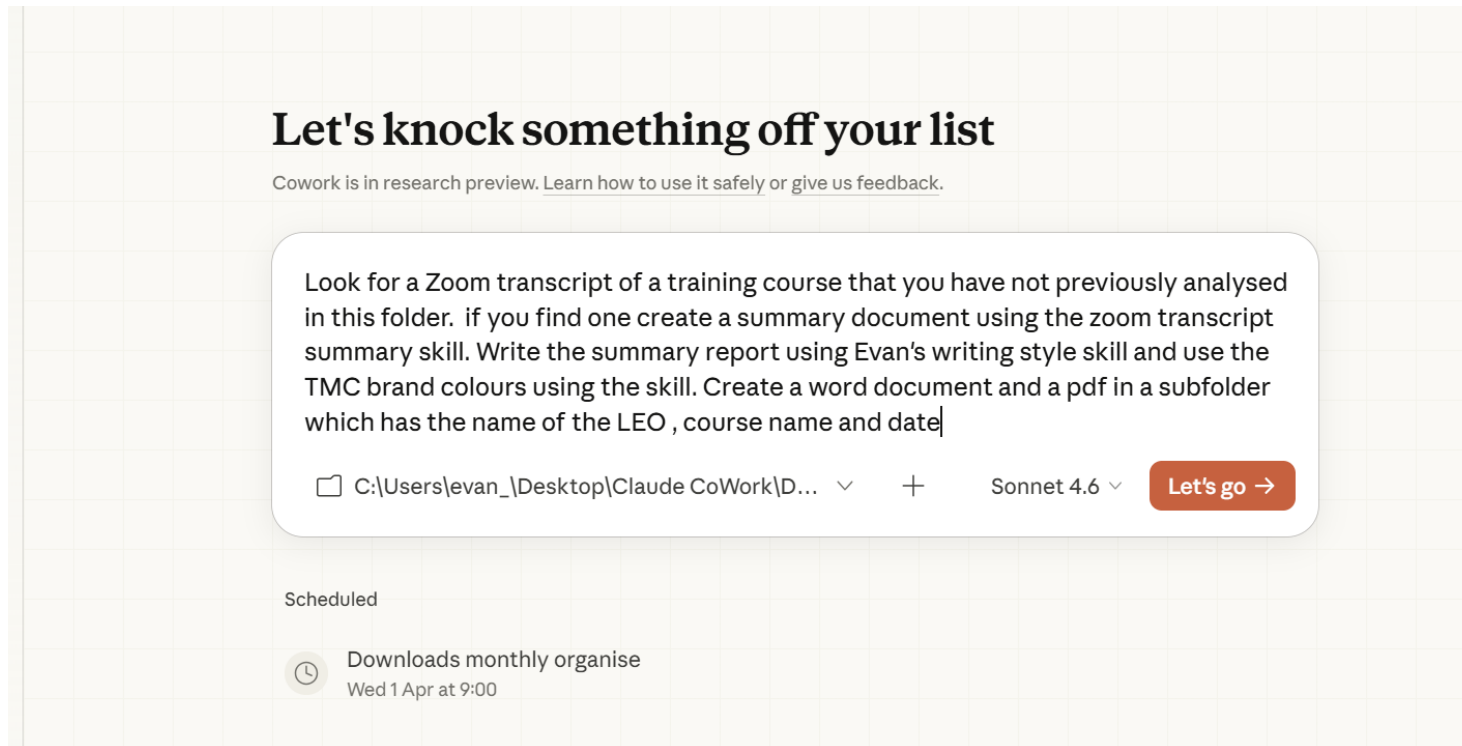
- In the Claude app on your PC click on Work in folder
- It will show you previous folders you asked CoWork to work in
- Click choose a different folder if it's a new folder you want it to work in

How To Get It To Create A Report / Document / Analysis file



- When I selected the folder, I was then asked to give it permission
- I clicked Always allow as I might want it to back to the folder on a schedule e.g. Every month.

How To Get It To Create A Report / Document / Analysis file



Now that the folder is selected I typed in my prompt and then clicked Lets Go

Look for a Zoom transcript of a training course that you have not previously analysed in this folder. if you find one create a summary document using the zoom transcript summary skill. Write the summary report using Evan's writing style skill and use the TMC brand colours using the skill. Create a word document and a pdf in a subfolder which has the name of the LEO , course name and date

How To Get It To Create A Report / Document / Analysis file

Summarize Zoom training transcript with branding ▾

Look for a Zoom transcript of a training course that you have not previously analysed in this folder. If you find one create a summary document using the zoom transcript summary skill. Write the summary report using Evan's writing style skill and use the TMC brand colours using the skill. Create a word document and a pdf in a subfolder which has the name of the LEO, course name and date

Found existing marketing and meeting documents in Downloads folder >

Found one transcript: "10 marketing priorities - Cork North and west - Jan 14th.txt" — no previous summary exists for it. Let me load all the required skills before starting.

Launched TMC brand skill successfully >

Now let me read the transcript and the docx/pdf skills before building the

Reply...

+ Sonnet 4.6 ▾ Queue

Claude is AI and can make mistakes. Please double-check responses. Give us feedback

Progress ▾

See task progress for longer tasks.

Working folders ▾

Downloads

Instructions · CLAUDE.md

> Course transcripts

> Scratchpad

Context ▾

Skills

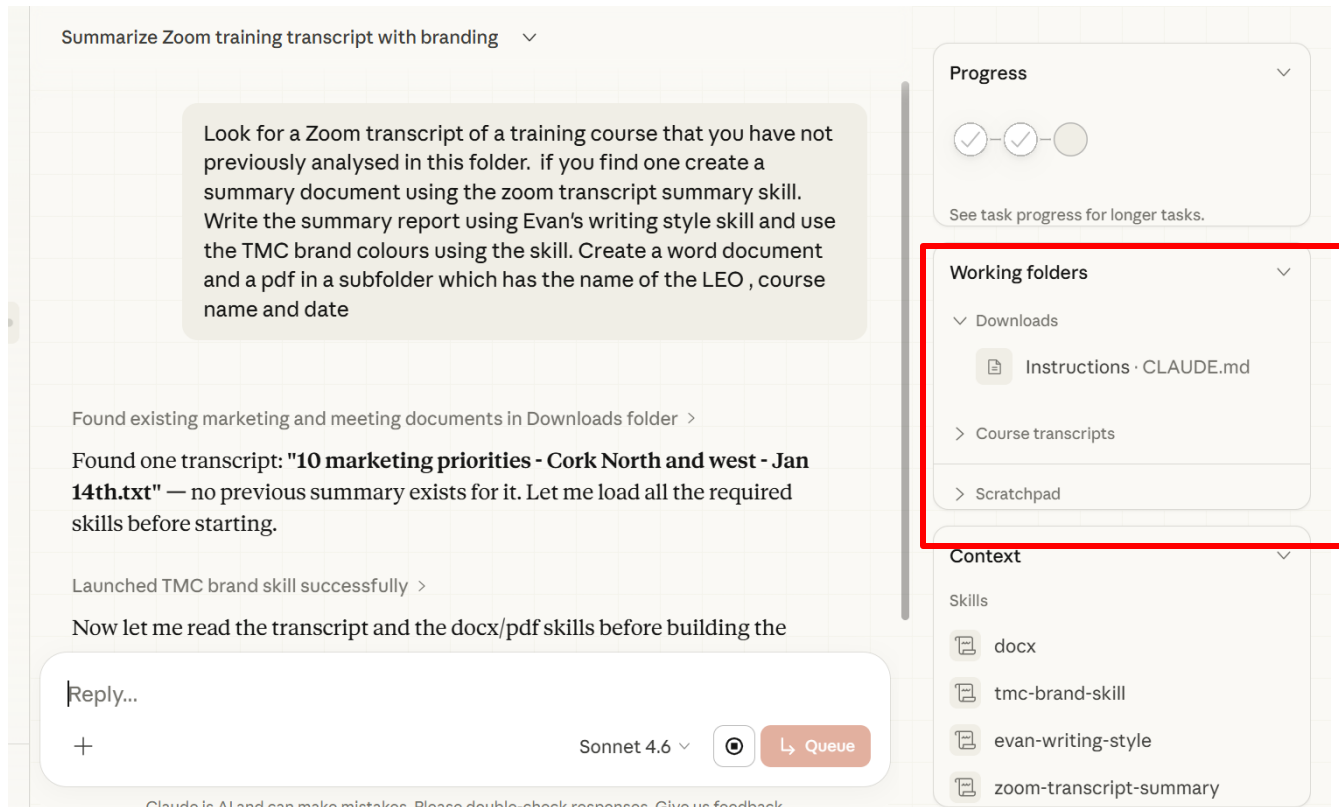
- docx
- tmc-brand-skill
- evan-writing-style
- zoom-transcript-summary

Within a minute it told me that it found one transcript file.

Note – if I had 30 files in that folder it would generate 30 different summary files for me

Note – it is also listing the skills that it will use. Check that it is using the skills that you want

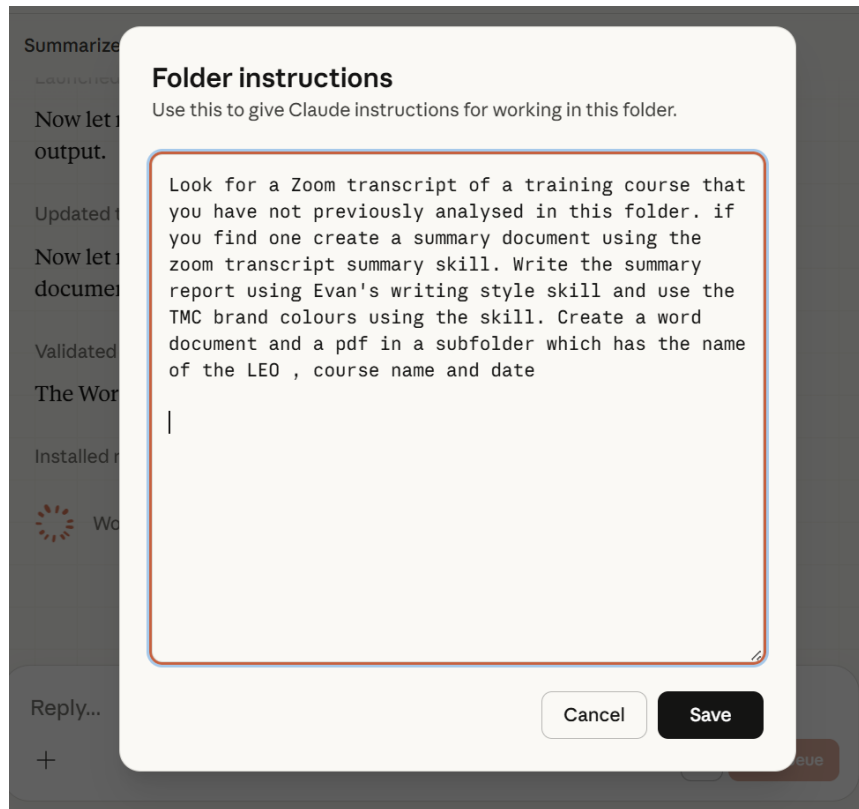
How To Get It To Create A Report / Document / Analysis file



Pro tip

If you want Cowork to go back to this folder regularly to do this job, write instructions for the folder. Click on the instructions file (claude.md)

How To Get It To Create A Report / Document / Analysis file



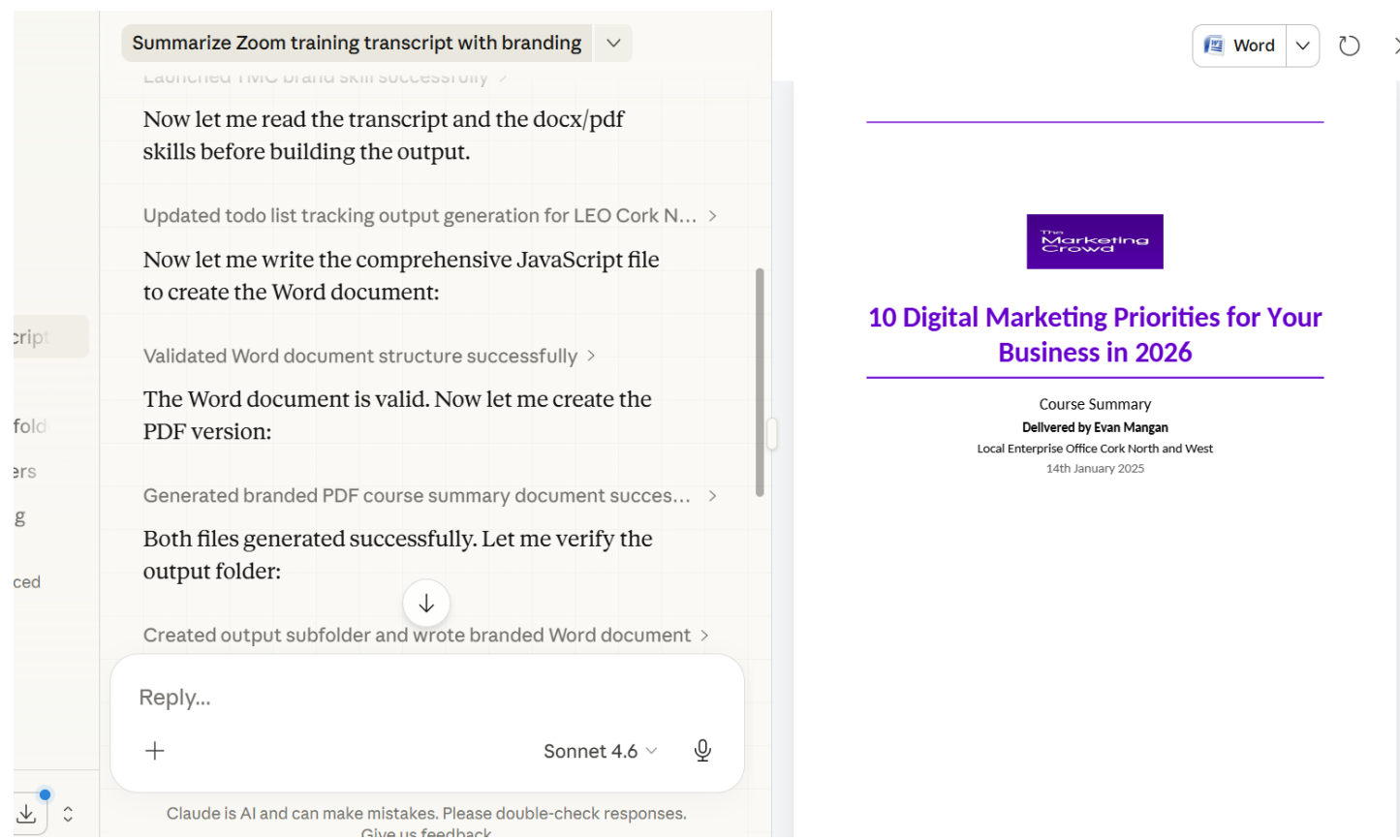
Pro tip

I then pasted in my instruction which is really my initial prompt

Anytime Cowork goes to that folder it will read those instruction

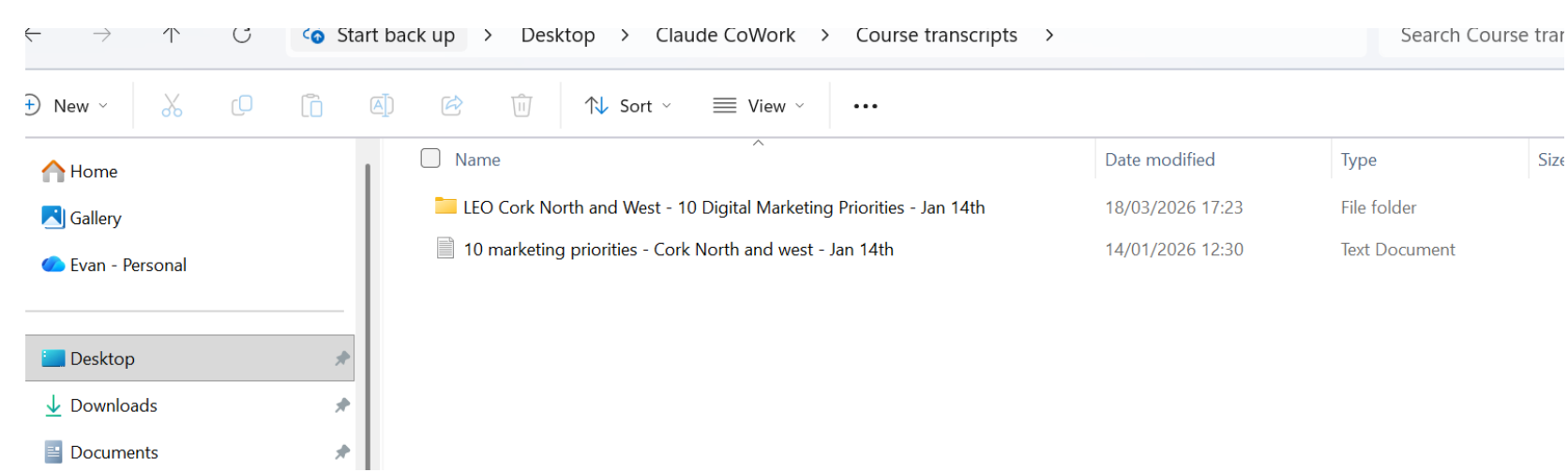
It also means that I can select that folder and simply type "Go" . It will then read the instructions

How To Get It To Create A Report / Document / Analysis file



Within 4-5 minutes the summary report what created

How To Get It To Create A Report / Document / Analysis file

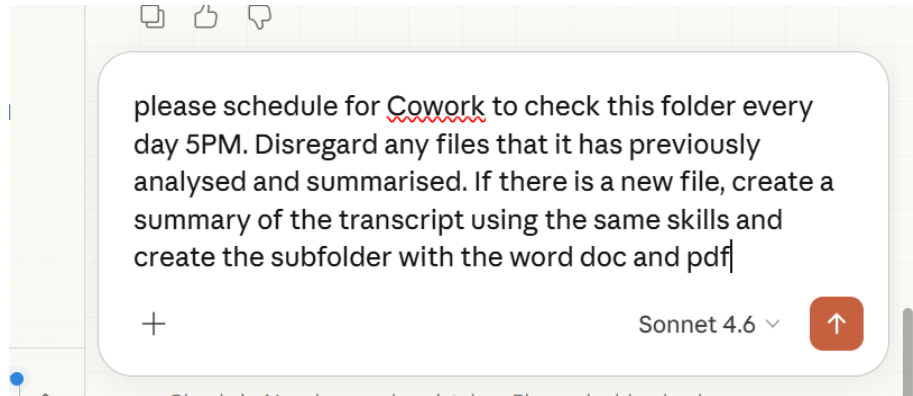


The subfolder was created and the word doc and pdf was placed in there

Important to remember – if I had 50 transcript files it would folder work its way though them all and would generate 50 different summary reports for me

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How To Get It To Create A Report / Document / Analysis file



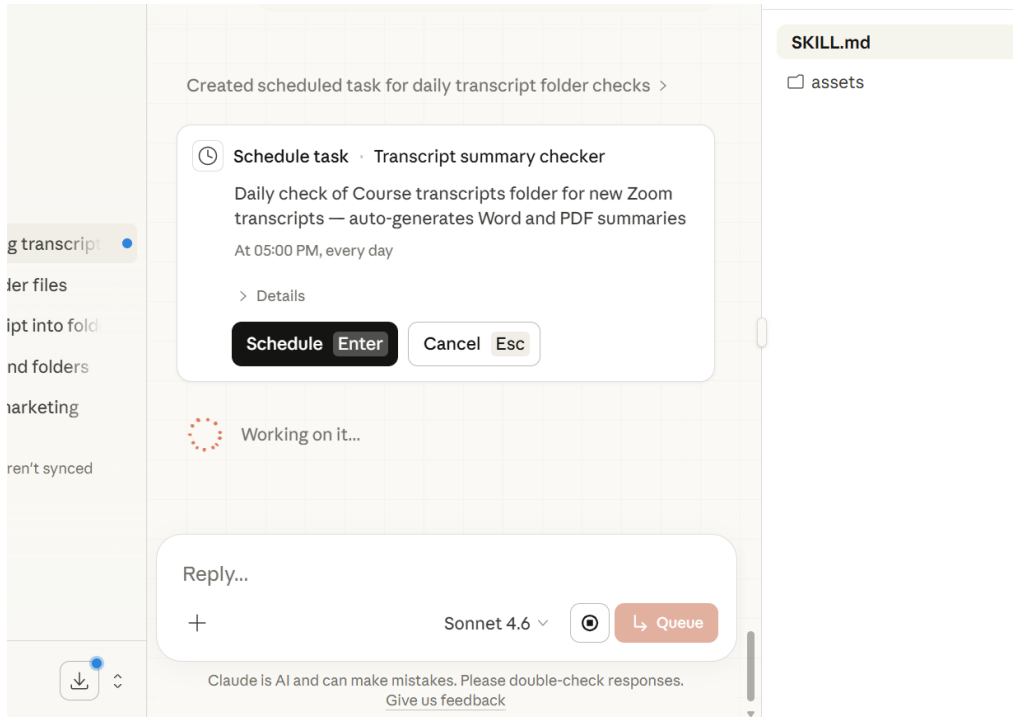
I can easily schedule this to be done every day at 5PM

I typed in this prompt

Please schedule for Cowork to check this folder every day 5PM. Disregard any files that it has previously analysed and summarised. If there is a new file, create a summary of the transcript using the same skills and create the subfolder with the word

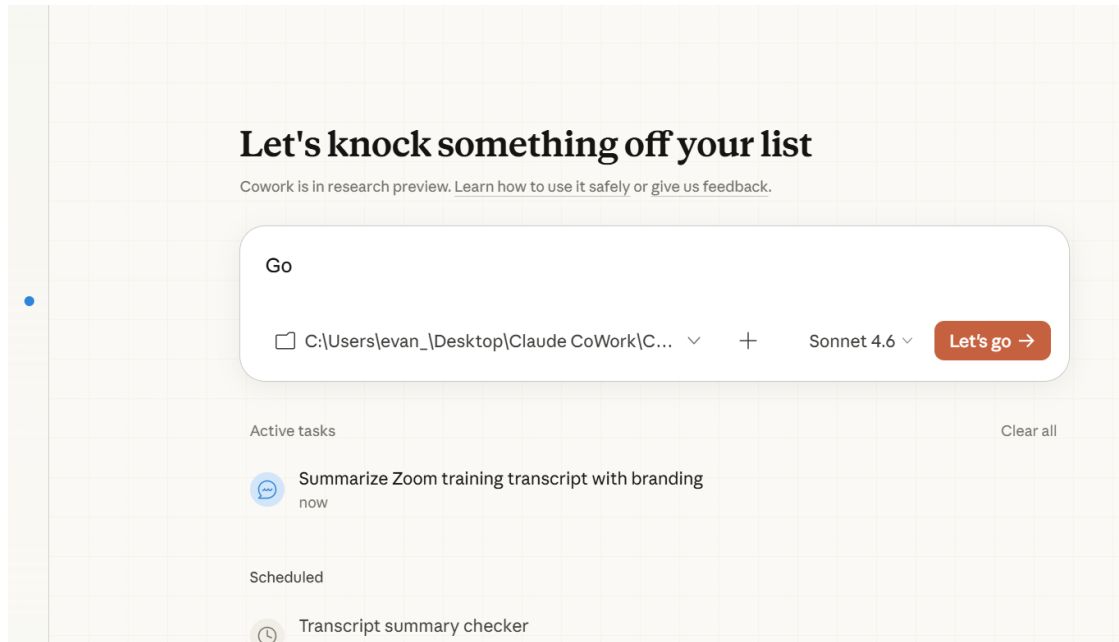
It then started to create a skill that it will use in the future and it started to schedule

How To Get It To Create A Report / Document / Analysis file



It then asked me to confirm that I wanted this to be scheduled

How To Get It To Create A Report / Document / Analysis file



Another HUGE benefit

Whenever I want CoWork to check the folder and write those reports I simply

1. Select the folder
2. Type Go.

It will then check the folder and read the instructions I wrote earlier

What tasks could you ask CoWork to create?



Ask yourself ...

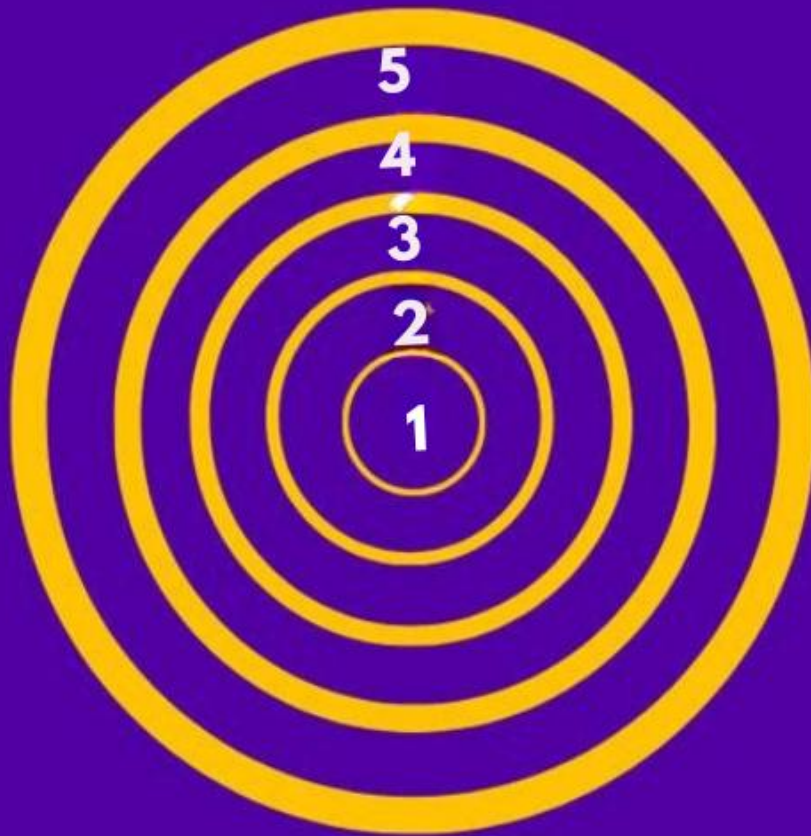
1. What do I do on my PC regularly that takes a lot of time.
2. Is it very similar each time so it could be repeatable in a skill
3. Does it involve text documents, spreadsheets, reports – if so it could be ideal for a Claude CoWork task

USING AI FOR TASKS

CREATING FILES & DOING JOBS

Which Level Are You At?

The
MARKETING
CROWD



5 Complex tasks on your PC & Web

CoWork connects to your Email, Calendar & external tools in order to complete multi step tasks on your PC

4 Basic Tasks On Your PC

Claude CoWork is working in a folder on your PC and you can schedule it to repeat simple tasks eg. file maintenance, generating weekly reports

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