



HOW ANTHROPIC'S MARKETING TEAM USES CLAUDE CODE

You don't need to code You need to explain

A non-technical marketer builds and runs his own automation, wired to the company's real data

Now copied by other teams at Anthropic: business development, customer success and alliances

Source: ["How an Anthropic field marketer uses Claude Code to send weekly personalized updates to every sales rep"](#) · Anthropic Blog, 24 Aug 2026

“Although I’m not technical, I have this specific challenge.”

WHO IS ACTUALLY WRITING THIS

Adam Ward, on Anthropic's own marketing team. Not an engineer. His job is keeping sales reps up to date, and his tool of choice for fixing that is **Claude Code**. He connected it to BigQuery over MCP, his team's source of truth, which pulls from HubSpot, Clay and Salesforce.

“My approach, especially with Claude Code, is to open with a prompt explaining to Claude that although I’m not technical, I have this specific challenge.”

This is a marketer with no coding background. **Claude Code runs the same way for an engineering team and for one person automating their own work.**

“You don't need to code, you need to explain.”

A colleague, not a search box

METHOD 1

He told Claude to treat him as the product manager who understands the business problem, and to work with him step by step. He is the one who owns the outcome.

Explain, don't specify

METHOD 2

He thinks out loud, records himself explaining the problem, and hands Claude the transcript, so Claude has the full business context.

Show, don't just describe

METHOD 3

Before Claude built anything, he wrote a fake version of the weekly update himself, a template of what good looks like.

“Brief Claude the way you'd brief a new colleague and Claude will do the rest.”

“Start small, with something you already do manually.”

WHY START THERE

Pick the repetitive task you spend the most hands-on time on. You already know what good looks like, so you can actually judge Claude's output rather than guessing.

“If the problem still feels too big, use Claude as a thought partner to break it into steps.”

In this case: he did not try to cover everything at once. He began with one source of truth, the events and webinars sheet.

And if it is something you will share with other people: **route the early runs to yourself first**, before anyone else sees them.

“Where an event had no URL in the source sheet, Claude composed a plausible-looking one that led nowhere.”

A dead link, dressed up to look real

WHAT WENT WRONG

Where an event had no URL in the source sheet, Claude invented one that looked right and pointed nowhere.

The fix went into the prompt as a rule

WHAT HE DID

A hard rule: never invent a URL. A link now renders only if the address comes character for character from the source sheet.

In the pilot, from the people using it

WHERE IT SURFACED

He started with one sales team of ten who agreed to be the test group and to give feedback. The tweaks came after that first send.

He did not need to know why Claude hallucinated a link. He needed to **notice it was wrong, and say so.**

“User feedback is the real prompt engineering.”

Nine rules, one week

He piloted with ten people. By the end of week one, the prompt held nine content rules, each traced to feedback from a seller or a manager.

Title didn't match the room

A seller flagged an engineering VP recommended for a workshop for knowledge workers. Titles are now checked against the audience.

Wrong invite, wrong account

An industry gate now keeps retail accounts off finance dinner invitations.

A blank message

New sellers with no accounts yet get a short welcome note instead of an empty digest.

He did not sit down and imagine nine failure modes in advance. **He implemented it, listened, and wrote down what broke.**

“The field events sheet, for example, has had its columns rearranged three times in six weeks.”

THE FIX WAS A SENTENCE, NOT CODE

He never told Claude to read Column C. He told it to read the column that holds the event link. Every run now starts by reading the header row and finding that column again, wherever it has moved to.

“Anyone in marketing knows how hard it is to maintain a single source of truth.”

In this case: the sheet keeps getting reshuffled, and nobody has to go back and fix the automation.

You do not need to know SQL or write a formula. You just say **which column you mean, in plain words.**

“The BDRs were live within two days.”

WHAT CARRIED OVER UNCHANGED

- The prompt structure
- The content rules
- One message per person, no two alike
- The Monday morning send

ONE FIELD CHANGED IN THE PROMPT

WHO ELSE PICKED IT UP

- Business development reps, in two days
- The customer success team
- The alliances team
- Cross-functional partners outside sales

It now runs for sales, business development, customer success and alliances. **Any team with a repeatable update can copy it.**

“The Monday send went off on its own, without a hitch.”

WEEK ONE

A ten-person pilot, errors expected

One sales team agreed to be the test group. Errors surfaced, and each one became a rule in the prompt.

NOW

He still reads what goes out

But the system no longer waits for his approval before it sends.

THE REAL TEST

A holiday, with no one watching

The Monday send went out on its own, without a hitch, while he was away.

And it is working: they doubled registrations for an executive dinner in a week, because the right reps had the right event in front of them on Monday morning.

He did not hand it the keys on day one. He let go **one caught mistake at a time**. He still reads what goes out, the system just no longer waits for him.

My read

I work with a lot of people on the marketing and finance side who have never written a line of code. They are now using these same techniques to build small automations for themselves, in Excel, in Python, in HTML.

The skill that matters is that each of them knows their own domain. They can look at the output and tell when it is wrong.

What takes getting used to is the other part. You have to treat the box as an employee, and talk into it out loud the way you would brief a person sitting across from you.

One thing to keep in mind. These are local automations that run on their own laptop. They are not deployed tools for wider access. A tool deployed on a server is a different ballgame, where security and load come into play.

Source

["How an Anthropic field marketer uses Claude Code to send weekly personalized updates to every sales rep"](#) · Adam Ward, marketing at Anthropic. Published 24 August 2026. UI mockups in the original use synthetic data. These pages are a scannable summary, the full detail is in the post.

tigzig.com

Built by an analyst, for analysts. Track macros, compare securities, query databases. In your browser, in Excel, in Claude, or through any AI client. 45 live apps, 200+ build guides, a 120-item security checklist. tigzig.com