



HOW ANTHROPIC'S MARKETING OPERATIONS TEAM USES CLAUDE COWORK

Two workflows, days into hours

**1-2 Days →
2 Hrs**

Weekly Metrics Prep

**End-to-
End**

Campaign & Event
Builds

7 Skills

Campaign & Event
Ops

Source: ["Using Claude Cowork in marketing operations to automate reporting and campaign building"](#) · Anthropic Blog, 8 Jul 2026

“Weekly marketing metrics reviews used to require one to two days a week to prepare.”

DATA INGESTION (INPUTS)

- Previous week's metrics review
- Latest meeting transcripts
- Slack sales focus channels
- Data warehouse queries

 SUNDAY NIGHT AUTOMATED RUN ↓

READY MONDAY MORNING (OUTPUTS)

- Metrics tables
- Suggested headlines
- Focus areas

“The entire process, which used to take up to two days of work, takes up to **two hours**.”

Report assembly pipeline

Prep skill

PHASE 01

Drives report assembly: sets focus, drafts headlines, and expands supporting detail.

Proofreading

PHASE 02

Performs data validation, checking every draft number against verified sources.

Action-items

PHASE 03

Extracts post-report follow-ups and creates actionable tasks in Asana.

🔄 WEEKLY FEEDBACK LOOP

The marketing operations team reviews results and codifies adjustments (new org structures, corrections, headline framing rules) directly back into the skills.

“When the numbers don't line up, Claude flags the mismatch instead of guessing.”

“Earlier manual setups are now almost entirely handled by Claude.”

1. SLACK INTAKE CHANNEL

Captures requests: event builds, data imports, apply-to-attend updates, or approval support.



2. DISPATCHER SKILL (RUNS HOURLY)

Reads the channel, claims the ticket to prevent duplicate work, and routes to specialists.



Event Build

Webinar Page

Apply Flow

Approval Support

Data Import

“A dispatcher skill reads the channel, picks the most urgent request, and hands it off to one of five specialist skills.”

“An event-build skill handles the full sequence end to end.”

PHASE 1

Event-Build Skill Setup

Executes CRM campaign setup, configures email workflows/lists, sets up the event platform, drafts copy, and links landing page integrations.

 **AUTOMATED HAND-OFF** ↓

PHASE 2

Audit Agent Verification

A separate fresh instance starts with zero prior context, registers on the live page, verifies receipt of the confirmation email in Gmail, and marks the task complete in Asana.

“The audit agent starts with no prior context... and marks the Asana task complete if everything looks right.” The team reviews before shipping.

Seven skills, one Slack channel

Dispatcher

Reads intake channels and routes tickets to appropriate skills.

Audit

Run by a separate fresh Claude instance to verify setup flows.

Event-build

Handles end-to-end integration and campaign builds.

Webinar Page

Automates deployment of webinar landing pages.

Apply-to-attend

Handles registration flow updates.

Approval-support

Tracks event approvals and triggers follow-up cadences.

Data-import

Scrubs lists and processes attendee databases.

As the marketing team scales, Claude Cowork gives consistency across builds, at scale.

Advice for marketing ops teams

01



Codify Feedback

Turn repeated corrections into skills. If you correct Claude on the same issue twice, move that instruction into the skill.

02



Verify First

Build a proofreading skill first. Design it to audit and trace every generated metric back to a verified source, whether that's the warehouse, a dashboard, or a transcript.

03



Model Reflection

Ask Claude to reflect. After early runs, query the model to identify what parts of the instructions or data were difficult or ambiguous.

04



Leverage Cron

Lean on scheduled tasks. Triggering routines (e.g. Sunday nights or hourly dispatcher sweeps) removes human execution dependency.

Where I build & write

Live macro data, database AI, quants and MCP servers, plus **45 live apps**, **200+ build guides** and a security checklist for tool builders: tigzig.com.

Agent-first portal. Point **Claude Cowork**, **Claude Code**, or any AI agent at tigzig.com: it finds the right tool, guide or dataset, hits the APIs to pull and analyze the data, and sets up the open-source tools and MCP servers for you.

Source & method

THE ARTICLE

["Using Claude Cowork in marketing operations to automate reporting and campaign building"](#) · Ian Chan and Annabel Custer, marketing operations at Anthropic. Published 8 July 2026.

SUMMARY NOTE

This slide deck provides a quick, summarized view of the marketing operations workflow. For complete details, [read the full Anthropic blog post](#).