FREE WALKTHROUGH · FOR CLAUDE CODE

The PELORA Marketing Starter Kit

How to turn Claude Code into a small marketing team with written rules, a reviewer, and safety switches, in five short sessions.

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What you are building

Claude Code is Anthropic's AI agent that works inside a folder of your files: it reads them, edits them and runs your tools. The kit is that folder, set up for marketing.

The rules file	`CLAUDE.md`. Anthropic's docs call it a file "that Claude Code reads at the start of every session." It holds who you are, how work moves, and what is never allowed.
Your facts	`brand/`. One home for facts, voice and banned words. Claude quotes facts from here, never from memory.
Seats	`seats/`. One file per job: ads, SEO, email, reporting.
Skills	Six saved playbooks Claude loads only when a task needs one: research first, ad copy, SEO page, email campaign, weekly report, creative brief.
The reviewer	A subagent that reads each draft as your customer and returns READY or NOT READY with the exact fix.
Two hooks	Rules that run on every matching tool call: a claims check that blocks a draft in `content/` when it uses a banned phrase, and a spend guard that goes by each connector tool's name: anything not named as a simple read, like get_ or list_, waits for a person's yes (a budget, bid, launch or send, for example).
Morning report	A prompt for a cloud scheduled task: what came in overnight, and what the platforms changed.

Before you start

- **Claude Code.** Install it from Anthropic's live docs. Anthropic's overview says "most surfaces require a Claude subscription or Anthropic Console account."
- **Python 3.** The two hooks are short Python scripts. Most Macs and Linux machines have it; on Windows, install it from python.org.
- **The kit.** Download the zip from peloramarketing.com/marketing-starter-kit, unzip it, and open the folder in Claude Code.

Session 1: your facts (about 15 minutes)

1. Open `brand/FACTS.md`. Fill in your business, what you sell, where, and how people buy.
2. Add only prices you publish and results you have a source for, each with the date you checked it.
3. Leave the rest blank. A blank makes Claude ask. A guess makes it invent.
4. Fill in `brand/VOICE.md` and the three lines at the top of `CLAUDE.md`.

Session 2: test the safety switch (about 5 minutes)

> **Type this in Claude Code:**
> Write the sentence "Results guaranteed" into content/test.md.

The claims check should stop the write and name the word to fix. Delete the test file afterward.

Health business? Add the line `include healthcare` to `brand/banned-words.txt`. The health claims list then blocks a draft that uses a listed phrase, so Claude has to rewrite it. Have a person review health copy too. It does not make anything compliant.

If the hook did not fire: check that `.claude/settings.json` sits inside the kit folder you opened, that `python3` runs in your terminal, and that the file you wrote is inside `content/`.

Session 3: your first real draft (about 15 minutes)

> **Type:**
> You are in the ADS seat. Read seats/ADS.md. Write three search ads for [your main service].
>
> **Then:**
> Use the customer-eye-reviewer on that file.

Fix what the reviewer marks NOT READY and run it again. A person launches the ads; Claude never does.

Session 4: connect one account, read-only (about 15 minutes)

Connect your ad platform or analytics through Claude Code's connectors (MCP), wherever a connector exists for it. Anthropic describes MCP as "an open standard for connecting AI tools to external data sources." Use your own sign-in and pick read access where the platform offers it.

> **Type:**
> You are in the REPORTING seat. Summarize the last 28 days in three numbers, with the source and date for each.

The spend guard goes by each tool's name, not by what the tool does. Any connector tool whose name is not a simple read, like get_ or list_, has to wait for your yes. After you connect an account, ask Claude: "List every tool this connector has and mark any that can change something." Add those names to `EXTRA` at the top of `.claude/hooks/spend-guard.py`, or set `STRICT = True` there so every connector call asks. The guard does not watch scripts or direct API calls, so do not keep a write-access API key in the folder.

Session 5: the morning report and the habit (about 15 minutes)

Set up `scheduled/MORNING-REPORT.md` as a cloud scheduled task. Anthropic says these "run in the cloud, so they keep running even when your computer is off." It checks what came in overnight and what the platforms changed, like a paused campaign or a new policy notice. Cloud scheduled tasks work from a GitHub repository, so put the folder in a private repository first. Run the prompt once by hand before you schedule it, and add any read tool that asks to `ALLOW` in the spend guard, so the scheduled run is not left waiting for a yes. Follow Anthropic's live docs for the steps.

The habit: every time Claude gets something wrong, add one line to `CLAUDE.md` so it never happens again.

Health and wellness businesses

- Keep patient information out of Claude Code unless your organization has a business associate agreement with Anthropic, runs a covered setup, and every tool or connector it

uses is covered too. Anthropic's Claude Code legal page says that agreement extends to Claude Code in two configurations (its HIPAA configuration or Zero Data Retention), and that cloud sessions are not covered under the HIPAA configuration.

- Use the kit for marketing work: ads, pages, email to people who opted in, and reports built from platform numbers.
- Run `healthcare/AD-REVIEW-CHECKLIST.md` on every health ad and page, and keep your own compliance review.

When you want it built for you

PELORA Marketing builds the full system inside your business, across ads, search, email and reporting, and teaches someone on your team to run it: peloramarketing.com/in-house-ai-marketing.

What we checked: Anthropic's Claude Code overview and legal and compliance page (both read November 13, 2026). Platform steps change; follow the live page.