

Module 6

Skills, Tools, Connectors

Read 3 min · Watch 15 min · Practice 5 min

Watch First

Claude 101 — "Expanding Claude's Reach" + "Working with Skills" (~15 min)

anthropic.skilljar.com/claude-101

- **Working with Skills** — reusable packaged capabilities
- **Connecting your tools** — Google Drive, Gmail, Notion, Slack
- **Enterprise search** — across your organization's knowledge
- **Research mode** — long-form sourced investigation

Why It Matters at WEO

Difference between:

- *"Claude is a better writing assistant"*

and

- *"Claude plugs into my actual workflow"*

Most team members will get value from **just Skills** for months before needing connectors. No pressure to set up everything on day one.

WEO-Relevant Skills

Marketing Skills Bundle (Corey Haines, 21.8k★)

— 36+ marketing-specific skills for Claude Code/.ai/Codex/Cursor/Windsurf.

Highest-ROI for WEO roles:

- **Copywriting skill** — enforces RCTF + direct-response structures (PAS, AIDA)
- **Ad creative skill** — specialized for variant generation
- **SEO audit skill** — structured page + site reviews
- **Competitor intelligence skill** — teardown framework, consistent
- **Email sequence skill** — nurture flows + newsletter planning
- **Landing page / CRO skill** — diagnosis + recommendations

Connectors — 50+ and Counting

The connector directory grew from a handful to **50+ native integrations** through early 2026. Don't memorize a list — know the categories.

Category	Connectors
Docs / storage	Google Drive, Dropbox, Box, OneDrive
Email / calendar	Gmail, Google Calendar, Outlook
Comms	Slack, Teams
Project tracking	Linear, Jira, Asana, Monday, Notion
CRM	HubSpot, Salesforce
Dev	GitHub, Vercel
Data / analytics	Snowflake, Amplitude, Stripe
Design	Figma, Canva
Web CMS	WordPress

Connectors — Top 5 for Daily WEO

1. **Google Drive** — client briefs/assets in, outputs back out. Table-stakes.
2. **Gmail** — draft + summarize client threads (account managers win here).
3. **Google Calendar** — schedule-aware prompting.
4. **Slack** — search, summarize threads, draft messages.
5. **HubSpot / Salesforce** (*whichever WEO's CRM is*) — pull campaign + contact context.

Before enabling: review Module 7. Check with the 5-person connector-review team. **Do not enable connectors on your own.**

Research Mode (Deep Research)

Claude running a long-form sourced investigation — searches, reads, cross-references, produces a structured report with citations. **3–15 minutes per run.**

Invoke: chat tools menu → "Research" (or prompt something obviously multi-step).

Use for: work that would take you 30+ min manually.

Five WEO Research prompts worth copying on next slide →

Research Mode — Five WEO Prompts

1. **Competitor content teardown** → *"Research [AGENCY]'s content last 6 months. Themes, formats, gaps. Structured briefing with sources."*
2. **Keyword landscape** → *"Map search around '[SERVICE]' for patients [AGE]. Top informational queries, competing ranking patterns, content gaps."*
3. **Trend monitoring** → *"What has dental industry press said about [TOPIC] in the last 90 days?"*
4. **Regulatory research** → *"Current 2026 FDA/ADA guidance on marketing [SERVICE]. Risk areas for practice teams."*
5. **New-business vertical briefing** → *"Research [CITY] dental market. Competitors, demographics, regulatory specifics. Pitch-ready one-pager."*

Research Mode — Usage Limits

- **Consumes significantly more compute** than a normal chat.
- On Team plan, expect **1–2 Research runs per seat per day** before you notice throttling.
- Each run takes **3–15 min**. Launch → context-switch → come back.

Don't sit and watch. Batch your Research runs.

Out of Scope (for this course)

Covered in **Module 8 — Keep Learning:**

1. **Claude Code** — terminal-based developer assistant
2. **Claude Cwork** — Claude working directly with files + apps on your machine
3. **Claude API** — programmatic integration

All three have their own dedicated Anthropic Academy courses.

Try It (5 min)

1. Finish Claude 101 "Expanding Claude's Reach" + "Working with Skills."
2. Browse [Marketing Skills Bundle](#). Pick one skill for a task you do weekly.
3. **Don't install yet.** Know where the toolbox is.
4. Check your claude.ai connectors in settings. Note which are enabled. If Drive isn't available and you want it → ping IT.

Next: Module 7

WEO AI Rules ← mandatory before real client work