

Install Creator Marketing Skills on Claude Desktop (Cowork)

Set up Archive's AI-powered creator marketing skills in about 10 minutes — no coding required

github.com/archive-dot-com/creator-marketing-skills

What is Cowork?

Cowork is a feature inside the Claude Desktop app that lets you work with AI using files and folders on your computer. Think of it as a workspace where Claude can read your files, run tools, and use specialized skills — like the ones Archive built for creator marketing.

You interact with it by typing in plain language. No terminal, no command line, no code.

What you'll need

One thing to install before you start. You only need to do this once.

Claude Desktop

Claude Desktop is the app these skills run inside. Download it for free at claude.ai/download — available on macOS and Windows.

When prompted, sign in with your Anthropic account (or create one).

Install the skills

Follow these steps in order. The whole process takes about 10 minutes.

1

Download the skills folder from GitHub

Go to the Creator Marketing Skills page on GitHub. Click the green "**Code**" button, then click "**Download ZIP.**"

The link: github.com/archive-dot-com/creator-marketing-skills

2

Unzip the download

If the download is a .zip file, double-click it to unzip. You should now have a folder called **creator-marketing-skills** on your computer.

On Mac, it usually unzips automatically into your Downloads folder.

3

Open Claude Desktop

Launch the Claude Desktop app on your Mac or PC. If this is your first time, sign in with your Anthropic account.

4

Start a new conversation in Cowork mode

In Claude Desktop, start a new conversation and make sure you're in **Cowork mode**. You'll see this option when creating a new chat.

5

Give Claude access to the skills folder

In the chat, click the "**Select folder**" button to give Claude access to a folder on your computer. Navigate to and select the **creator-marketing-skills** folder you downloaded in Step 1.

This lets Claude read the skill files — it won't change or delete anything on your computer.

6

Tell Claude to install the skills

Type the following message in the chat and hit enter:

TYPE THIS IN THE CHAT:

```
Install the creator-marketing-skills plugin from this folder
```

Claude will read the folder, run the install, and add the full set of creator marketing skills to your Cowork app. You'll see a confirmation when it's done.

7

You're all set — start using the skills

The skills are now active. Describe what you need in plain language and Claude will automatically use the right skill.

Try something like:

"Estimate rates for a creator with 80K followers on TikTok"

"Write an outreach DM sequence for these 3 creators"

"Is this creator's audience a good fit for our brand?"

Recommended first step: set up your brand profile

Before diving into the skills, take 5 minutes to set up your brand context. This personalizes every skill to your brand going forward — your audience, your platforms, your goals.

TYPE THIS IN THE CHAT:

```
/creator-marketing-skills:brand-context
```

What to expect:

Claude will visit your brand's website and walk you through a short, conversational Q&A — things like your target audience, the platforms you care about, and your campaign goals. It feels like a quick chat, not a form. Your answers are saved so you never have to explain your brand again.

When it's done, you'll see a confirmation message — that means your brand profile is set and every skill going forward will be personalized.

What's included

Area	What you can do
Discovery & Vetting	Analyze audience demographics, screen for brand safety, score creator-niche fit
Outreach & Negotiation	Write multi-touch DM sequences, triage replies, estimate rates, respond to counter-offers
Campaign Setup & Briefing	Generate creator FAQs, content concepts, platform-specific brief adaptations
Content Review & Compliance	Check compliance against brief requirements, flag FTC disclosure issues
Metrics & Reporting	Parse story screenshots, normalize data from multiple sources, calculate ROI, build campaign dashboards
Repurposing & Paid Media	Write repost captions, adapt content for paid ads, brief the paid social team
Strategy & Planning	Build KPI frameworks, set benchmarks, run quarterly program reviews

Troubleshooting

Claude doesn't seem to recognize the skills

Make sure you selected the correct folder — it should be the **creator-marketing-skills** folder itself, not a parent folder. Try telling Claude to install the plugin again.

The folder doesn't appear when you try to select it

Check that the .zip file was fully unzipped. On Windows, you may need to right-click the .zip and choose "Extract All" before the folder is usable.

Claude gives an error during install

Close the conversation and start a new one in Cowork mode. Re-select the folder and try the install message again. If the issue persists, make sure you're running the latest version of Claude Desktop.

Need help?

Contact the Archive team at support@archive.com or reach out to your customer success manager.

Ready to jump in? Get started here.

github.com/archive-dot-com/creator-marketing-skills

Built by Archive — AI-powered social listening + creator discovery platform that captures everything your community posts, sources on-brand creators, and automates the manual workflows of creator marketing like reporting, gifting, and usage rights.