

Get Started with Archive's Creator Marketing Skills

Your AI assistant for influencer marketing — set up in under 10 minutes

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

What are these skills?

Think of them as pre-built shortcuts that teach your AI assistant (Claude) to handle the repetitive parts of your creator marketing workflow. Write outreach DMs, vet a creator's audience, check FTC compliance, build campaign reports — tasks that used to take an hour can take a few minutes.

You set it up once. After that, you describe what you need in plain language, and Claude does the heavy lifting.

Before you start

You'll need two things installed on your computer. Both are free, work on **macOS, Windows, and Linux**, and you only do this once.

1. Claude Code

Claude Code is the AI tool these skills run inside. Download and install it at: claude.ai/code

When prompted, sign in with your Anthropic account (or create one — it's free to start).

2. Node.js

Node.js is a small program that lets your computer run the install command below. Download it at: nodejs.org → click the big green "LTS" button → run the installer.

You don't need to know what Node.js does. You just need it installed.

Install the skills

Once both are installed, open Claude Code and paste this command into the chat:

```
npx skills add archive-dot-com/creator-marketing-skills
```

Hit enter. Claude Code will pull in all the skills automatically. You'll see a confirmation when it's done.

Want to install only specific skills?

```
npx skills add archive-dot-com/creator-marketing-skills  
--skill brand-context creator-outreach-sequence-generator
```

Set up your brand context (do this first)

Before using any skill, run this one command:

```
/brand-context
```

Claude will visit your brand's website and walk you through a short interactive Q&A — things like your target audience, the platforms you care about, and your campaign goals. It feels like a quick conversation, not a form. Your answers are saved so that every skill you use after this already knows your brand. You'll never have to explain it again.

This takes about 5 minutes and makes every other skill significantly more useful. When it's done, you'll see a confirmation message — that means you're all set and ready to go.

Start using your skills

Once brand context is set up, you can work in plain language. Just describe what you need:

"Write outreach DMs for these 5 creators"

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

"Check if this caption is FTC compliant"

"Turn our team's feedback into a revision request for this creator"

Claude will pull in the right skill automatically. Or you can call a skill directly by typing its name:

```
/creator-outreach-sequence-generator  
/niche-fit-scorer  
/campaign-roi-calculator
```

What's included

Area	What you can do
Discovery & Vetting	Analyze audience demographics, screen for brand safety, score creator-niche fit

Area	What you can do
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

Keeping skills up to date

We regularly improve and add new skills. To pull in the latest versions, run the same install command again:

```
npx skills add archive-dot-com/creator-marketing-skills
```

This will update any existing skills and add new ones without affecting your brand context or saved settings.

Troubleshooting

"Command not found" error when running npx

This usually means Node.js isn't installed yet, or your terminal needs a restart. Install Node.js from nodejs.org, then close and reopen your terminal before trying again.

Skills don't appear after installing

Try running the install command one more time. If the issue persists, make sure you're using the latest version of Claude Code — you can update it from claude.ai/code.

Claude doesn't recognize a skill name

Double-check the spelling (skill names use hyphens, not spaces). You can also just describe what you need in plain language — Claude will find the right skill automatically.

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.