

ClaudeKit Marketing

v1.4.0

Production Ready

Skill Reference Guide

AI-powered marketing automation • Content • Campaigns • SEO • Growth

31

Agents

101

Skills

78

Commands

10

Workflows

8

MCPs

AGENT FUNNEL:

TOFU (4) → MOFU (5) → BOFU (1) → Core (5) → Community (2) → Support (14)

Dashboard: Vue 3 + Hono + SQLite • 32 components • 88% test coverage • 62 KB gzipped

v1.4.0:

Poster Design sub-skill • Windows/Bun hardening • Frontmatter YAML fix • Hook alignment

Recommended Workflows

Content Creation

/mkt:research → /mkt:brainstorm → /mkt:plan → /mkt:content:good → /mkt:content:cro → /mkt:seo:keywords

Campaign Launch

/mkt:research → /mkt:brainstorm → /mkt:campaign:email → /mkt:content:good → /mkt:seo:keywords → /mkt:scout

SEO Strategy

/mkt:research → /mkt:seo:keywords → /mkt:scout → /mkt:content:good → /mkt:content:cro

Video Production

/mkt:research → /mkt:brainstorm → /video:create → storyboard → generate → optimize → publish

Full Sprint

Research → Brainstorm → Plan → Create → Review → Optimize → Publish → Analyze → Iterate

Agent System (31 Agents)

TOFU — Attraction (4)

Agent	Role
Attraction Specialist	Keyword research, gap analysis, landing pages, lead magnets
SEO Specialist	Technical SEO audit, keyword analysis, JSON+LD, competitor SEO
Lead Qualifier	Intent detection, lead scoring, behavioral analysis
Researcher	Market trends, competitor analysis, audience insights

MOFU — Conversion (5)

Agent	Role
Email Wizard	Sequence templates, A/B tests, subject lines, drip campaigns
Sale Enabler	Pitch generation, objection handling, social proof
Funnel Architect	Funnel design, conversion optimization, Hormozi model

Agent	Role
Content Creator	Blog posts, social content, video scripts, ad copy
Continuity Specialist	Churn risk detection, re-engagement, NPS automation

BOFU — Retention (1)

Agent	Role
Upsell Maximizer	Upsell opportunities, cross-sell, pricing optimization

Core Marketing (5)

Agent	Role
Campaign Manager	Multi-channel orchestration, budget allocation
Copywriter	Landing pages, emails, ads, brand voice
Content Reviewer	Quality, brand validation, SEO review, compliance
Campaign Debugger	Performance analysis, bottleneck ID, diagnostics
Brainstormer	Creative campaign concepts and marketing ideas

Community & Support (16)

Agent	Role
Social Media Manager	Multi-platform content, calendar, trends
Community Manager	Discord/Slack moderation, sentiment analysis
Analytics Analyst	GA4 reports, traffic, conversion tracking
Planner / Project Mgr	Marketing plans, project tracking
Docs / Git Manager	Documentation, version control
Scout / Scout Ext	Codebase and competitor analysis
UI/UX Designer	Visual design for marketing materials
Fullstack Developer	Dashboard and app development

Skill Catalog

Marketing Strategy & Planning

Skill	When to Use
marketing-planning	Campaign strategy, calendars, brand positioning (RACE, SOSTAC, STP)
marketing-research	Market trends, competitor analysis, audience insights
marketing-ideas	Creative marketing concept generation
marketing-psychology	Consumer behavior, persuasion patterns
launch-strategy	Product launch planning and execution
pricing-strategy	Pricing models, tier optimization, A/B pricing
competitor	Competitive intelligence and analysis
persona	Buyer persona creation and audience segmentation

Content & Copywriting

Skill	When to Use
content-marketing	Content strategy, editorial calendars, topic clusters
copywriting	Conversion copy — headlines, email, landing pages, CTAs
write	Grouped content writing commands
brainstorm	Ideation, creative exploration

Campaign & Channel Management

Skill	When to Use
campaign	Planning, execution, measurement, multi-channel coordination
email	Drip sequences, A/B tests, compliance (CAN-SPAM/GDPR)
social	Platform-specific posting, hashtags, cross-posting
ads-management	Meta Ads, Google Ads creation and optimization
paid-ads	Paid advertising strategy and budget management
funnel	Funnel design and conversion optimization

SEO & Analytics

Skill	When to Use
seo	Keyword research (ReviewWeb API), pSEO, JSON+LD, Core Web Vitals
analytics	GA4 analysis, KPI tracking, attribution models
analyze	Data analysis and performance reporting

Brand & Design

Skill	When to Use
brand	Brand guidelines, color management, voice frameworks, asset validation
design	Consolidated: 55 logo styles, CIP, slides, banners, icons, posters
design-system	Token architecture, component specs, slide generation
logo-design / cip-design	AI logo generation, corporate identity design
banner-design	Banner design with sizes guide
poster-design	v1.4.0 — Poster design (event, editorial, marketing); locked-style + varied-composition
slides	Slide design with responsive support
youtube-thumbnail	YouTube thumbnail design and generation

AI & Multimodal

Skill	When to Use
ai-multimodal	Gemini API — image/video/audio (Imagen 4, Veo 3, Kling AI)
ai-artist	Image generation via Nano Banana — 129 prompts, style modes
creativity	55 styles, 18 platforms, voiceover types, campaign categories
elevenlabs	Text-to-speech generation with ElevenLabs API
media-processing	FFmpeg video/audio, ImageMagick, RMBG background removal

Video & Content Production

Skill	When to Use
video	Veo 3.1 generation, storyboards (Imagen 4), platform optimization
youtube	Downloads, captions, transcripts, summaries
remotion	Programmatic video creation in React

Growth & Conversion

Skill	When to Use
affiliate-marketing	Affiliate programs (20-40%), KOL/KOC partnerships
referral-program	Referral programs, viral loops, fraud prevention
gamification	Points, badges, leaderboards, loyalty programs
free-tool-strategy	Free tool lead magnets
form-cro	Form conversion rate optimization
onboarding-cro	User onboarding optimization
ab-test-setup	A/B test design, execution, analysis

Frontend & UI

Skill	When to Use
frontend-design	Replicate mockups into polished interfaces
ui-styling	shadcn/ui + Tailwind CSS themes
ui-ux-pro-max	50+ styles, palettes, font pairings, UX guidelines
threejs / shader	3D web experiences, GLSL visual effects
web-frameworks	Next.js, Turborepo monorepos

Platform & Integrations

Skill	When to Use
marketing-dashboard	Vue 3 + Hono + SQLite marketing command center
content-hub	Visual asset gallery with brand context
mcp-management	MCP server management and discovery
payment-integration	Stripe, SePay, Polar — checkout, webhooks
storage / ckm-storage	S3-compatible storage integration

Development & Utilities

Skill	When to Use
cook / fix / debug	Implementation, bug fixing, root cause analysis
test / code-review	Test execution, red-team code review

Skill	When to Use
plan / scout / git	Planning, scouting, conventional commits
docs / docs-seeker	Documentation management, library search
play	Playbook orchestrator with templates and goals
skill-creator	Create/update skills with eval-driven iteration
kit-builder	Build ClaudeKit Marketing components

MCP Integrations (8 Total)

Integration	Purpose
Google Analytics 4	Traffic analysis, conversion tracking, custom events
Google Ads	Ad campaign management, keyword bidding
Google Search Console	Search performance, indexing, query analysis
ReviewWeb.site	Keyword research API (volume, difficulty, CPC, backlinks)
SendGrid	Email delivery and campaign tracking
Resend	Modern email delivery API
Discord	Community management, notifications
Slack	Team coordination, alerts

Marketing Dashboard

- **Frontend:** Vue 3 + Vite + Tailwind CSS (32 components, 5 Pinia stores)
- **Backend:** Hono (Node.js) + SQLite (better-sqlite3)
- **Features:** Campaign Kanban, content library, asset gallery, AI enhancement, brand center
- **Performance:** 62 KB gzipped (68% under 200 KB target), 684ms build
- **Security:** API key auth, path traversal protection, XSS/SQL injection prevention
- **Coverage:** 88% test coverage (119/132 tests passing)

Version History

v1.4.0 (Latest)

- **Poster Design sub-skill** — added to design with vision-clustered knowledge base (20-30 styles, 4 recombinable axes)
- **Windows hardening** — hardened skill pip installs; resolved Bun crash from excessive git subprocess spawning
- **Hooks** — aligned descriptive-name hook with Engineer kit guidance
- **Frontmatter** — quoted values to prevent YAML parsing failures

v1.3.0 – v1.3.2

- **Playbook Orchestrator** — templates, goals, smart suggestions
- **YouTube Thumbnail Design** — dedicated thumbnail skill
- **ElevenLabs** — text-to-speech generation
- **Payment Integration** — Stripe with references
- **Kling AI** — video generation API in ai-multimodal
- **Skill Consolidation** — 9 knowledge skills merged into grouped skills
- **Bun crash fix** — resolved Windows git subprocess issue

v1.2.0

- 10 marketing strategy skills, AI Artist, Logo/CIP/Slides Design
- Remotion video, UI/UX Pro Max, Social Media with API workflows
- ThreeJS & Shader skills, comprehensive design system