

Resources —

Create Claude Skills for Marketing

Thanks for watching the session! Here are a few resources that are particularly relevant to what we covered:

Session Files:

- [Session Prompts](#)
- [Skill 1: On-Brand Copywriter](#)
- [Skill 2: Content Repurposer](#)
- [Skill 3: Campaign Brief Builder](#)
- [Slides](#)

Don't Miss Wednesday's Live Session:

- [\[WEBINAR\] AI for Optimizing Customer Lifetime Value \(Live Wed, Jul 15, 11 AM ET\)](#)

Claude Courses on DataCamp:

- [\[COURSE\] Introduction to Agent Skills](#)
- [\[COURSE\] Claude Code 101](#)
- [\[COURSE\] Claude 101](#)
- [\[COURSE\] Introduction to Claude Models](#)

More Resources:

- [\[TUTORIAL\] Claude Skills: Custom Modules That Extend Claude](#)
- [\[CODE ALONG\] Create Claude Skills for Data Tasks](#)
- [\[COURSE\] Understanding Prompt Engineering](#)
- [\[BLOG\] Context Engineering: A Guide With Examples](#)
- [\[BLOG\] AI in Marketing: A Complete Guide With Examples](#)

Happening soon!

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DATA SCIENCE
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JULY 20-24

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