Claude Code for growth marketing

The Growth Marketing team focuses on building out performance marketing channels across paid search, paid social, mobile app stores, email marketing, and SEO. As a non-technical team of one, they use Claude Code to automate repetitive marketing tasks and create agentic workflows that would traditionally require significant engineering resources.

Main Claude Code use cases

Automated Google Ads creative generation
The team built an agentic workflow that processes CSV files containing hundreds of existing ads with performance metrics, identifies underperforming ads for iteration, and generates new variations that meet strict character limits (30 characters for headlines, 90 for descriptions). Using two specialized sub-agents (one for headlines, one for descriptions), the system can generate hundreds of new ads in minutes instead of requiring manual creation across multiple campaigns. This has enabled them to test and iterate at scale, something that would have taken a significant amount of time to achieve previously.

Figma plugin for mass creative production
Instead of manually duplicating and editing static images for paid social ads, they developed a Figma plugin that identifies frames and programmatically generates up to 100 ad variations by swapping headlines and descriptions, reducing what would take hours of copy-pasting to half a second per batch. This enables 10x creative output, allowing the team to test vastly more creative variations across key social channels.

Meta Ads MCP server for campaign analytics
They created an MCP server integrated with Meta Ads API to query campaign performance, spending data, and ad effectiveness directly within the Claude Desktop app, eliminating the need to switch between platforms for performance analysis, saving critical time where every efficiency gain translates to better ROI.

Advanced prompt engineering with memory systems
They implemented a rudimentary memory system that logs hypotheses and experiments across ad iterations, allowing the system to pull previous test results into context when generating new variations, creating a self-improving testing framework. This enables systematic experimentation that would be impossible to track manually.

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Team impact

Dramatic time savings on repetitive tasks
Ad copy creation reduced from 2 hours to 15 minutes, freeing up time for strategic work.

10x increase in creative output
The team can now test vastly more ad variations across channels with automated generation and Figma integration.

Operating like a larger team
The team can handle tasks that traditionally required dedicated engineering resources.

Strategic focus shift
The team can spend more time on overall strategy and building agentic automation rather than manual execution.

Top tips from the Growth Marketing team

Identify API-enabled repetitive tasks
Look for workflows involving repetitive actions with tools that have APIs (like ad platforms, design tools, analytics platforms). These are prime candidates for automation and where Claude Code provides the most value.

Break complex workflows into specialized sub-agents
Instead of trying to handle everything in one prompt or workflow, create separate agents for specific tasks (like their headline agent vs. description agent). This makes debugging easier and improves output quality when dealing with complex requirements.

Thoroughly brainstorm and prompt plan before coding
Spend significant time upfront using Claude.ai to think through your entire workflow, then have Claude.ai create a comprehensive prompt and code structure for Claude Code to reference. Also, work step-by-step rather than asking for one-shot solutions to avoid Claude getting overwhelmed by complex tasks.