

HOW I BUILT AN AUTOMATED AI MARKETING TEAM

With Claude Co-work and Blotato

*Turn Claude into a Content Strategist, Copywriter, Editor &
Social Media Manager That Works 24/7*




		
~5,000 Words	AI Marketing	akstoreco.com
Complete Guide	Automation & Strategy	DealsVault Blog

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— INTRODUCTION —

Why Most Businesses Are Using AI the Wrong Way

Most businesses still use AI like a chatbot. They ask for captions, blog posts, and content ideas. Then they manually edit, schedule, and publish everything themselves.

That approach wastes time — and misses the entire point of what modern AI can do. The real advantage is not that it writes faster than you. The real advantage is that it can run entire systems autonomously — systems that previously required a full professional team to operate.

What if you could replace the repetitive mechanical work of a content strategist, copywriter, editor, and social media manager with an AI system that never sleeps, never misses a deadline, and processes dozens of content pieces simultaneously?

That is exactly what I built using Claude Co-work, MCP integrations, and Blotato. This guide walks you through the complete setup — including architecture, workflow diagrams, real screenshots, a case study, pros and cons, and a full FAQ.

What Is Claude Co-work?

Claude Co-work is designed to perform complex workflows instead of simple conversations. It connects to MCP Connectors, local files, external tools, and social media automation systems — allowing Claude to act like a team member, not just a chatbot.

Standard Claude chat is conversational: you ask, Claude answers, context resets. Claude Co-work is operational: it runs multi-step pipelines, maintains state, and connects to external platforms like Blotato to publish content automatically.

What Is Blotato?

Blotato is a social media publishing platform with MCP (Model Context Protocol) compatibility. It connects Claude directly to Instagram, Facebook, LinkedIn, TikTok, X, and YouTube. Claude writes and grades; Blotato publishes. Together they form a complete

content operations engine.

— SYSTEM ARCHITECTURE —

Workflow Diagram: How Every Component Connects

The system operates as a clean, repeatable production pipeline. Every component has a specific role and passes work to the next stage.

SYSTEM ARCHITECTURE OVERVIEW

■	INPUT ASSETS	<i>Photos • Videos • Customer Reviews • Marketing Copy</i>
↓		
■	CONTENT COACH (Strategy Layer)	<i>Trends • Ideas • Campaign Plans • 7-Day Calendars</i>
↓		
✍️	POST WRITER (Creation Layer)	<i>Captions • Articles • Scripts • Threads — Platform-Native</i>
↓		
■	POST GRADER (Quality Layer)	<i>Scores Hook • Clarity • Engagement • Brand Fit • Virality</i>
↓		
■	POST SCHEDULER (Calendar Layer)	<i>Optimal Timing • Platform Sequencing • Natural Language Control</i>
↓		
■	BLOTATO (Publishing Engine)	<i>MCP Connection Directly to All Social Channels</i>
↓		



ALL PLATFORMS (Distribution)

Instagram • LinkedIn • Facebook •
TikTok • X • YouTube

Each layer feeds the next. Failure at any stage stops content from advancing — which is exactly how quality control should work.

— STEP-BY-STEP SETUP —

Step 1: Connect Claude Co-work to Blotato

Connect Your Social Accounts

Log into Blotato and connect every platform: Instagram, Facebook, LinkedIn, TikTok, X, and YouTube. Verify posting permissions for each account before proceeding.

Generate Your API Key

In Blotato: Settings → API → Generate New Key. Copy and store it securely — this key gives Claude permission to publish on your behalf.

Add the MCP Connector in Claude Co-work

Customize → Connectors → Add Custom Connector. Use these exact details:

- Connector Name: Blotato
- Connector URL: <https://mcp.blotato.com/mcp>
- Authentication: Paste your API key when prompted

Test by asking Claude to list your connected Blotato accounts. A successful response confirms the integration is active.

— VISUAL WALKTHROUGH — REAL SCREENSHOTS —

Screenshots: The Workflow in Action

The following screenshots show each major interface in the workflow — from the Blotato connected-accounts dashboard to the Claude Co-work quality grading engine.

Screenshot 1 of 5 Blotato Dashboard — All 6 Platforms Connected

blotato
Publishing Hub

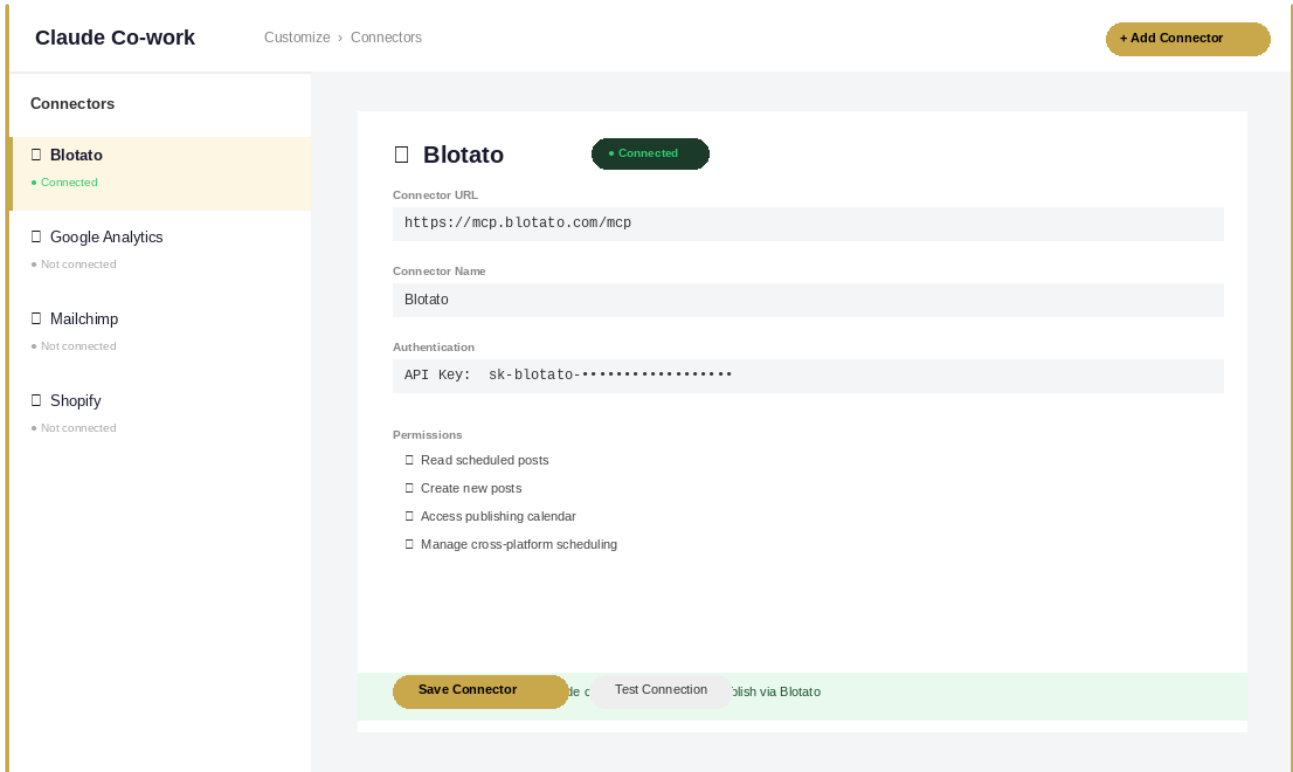
Connected Accounts
All platforms active and ready to publish

- Instagram** @dealsvault
247K followers
Active
- LinkedIn** DealsVault Page
18.4K followers
Active
- Facebook** DealsVault
52K likes
Active
- TikTok** @dealsvault
91K followers
Active
- X / Twitter** @dealsvault
34K followers
Active
- YouTube** DealsVault
12.8K subscribers
Active

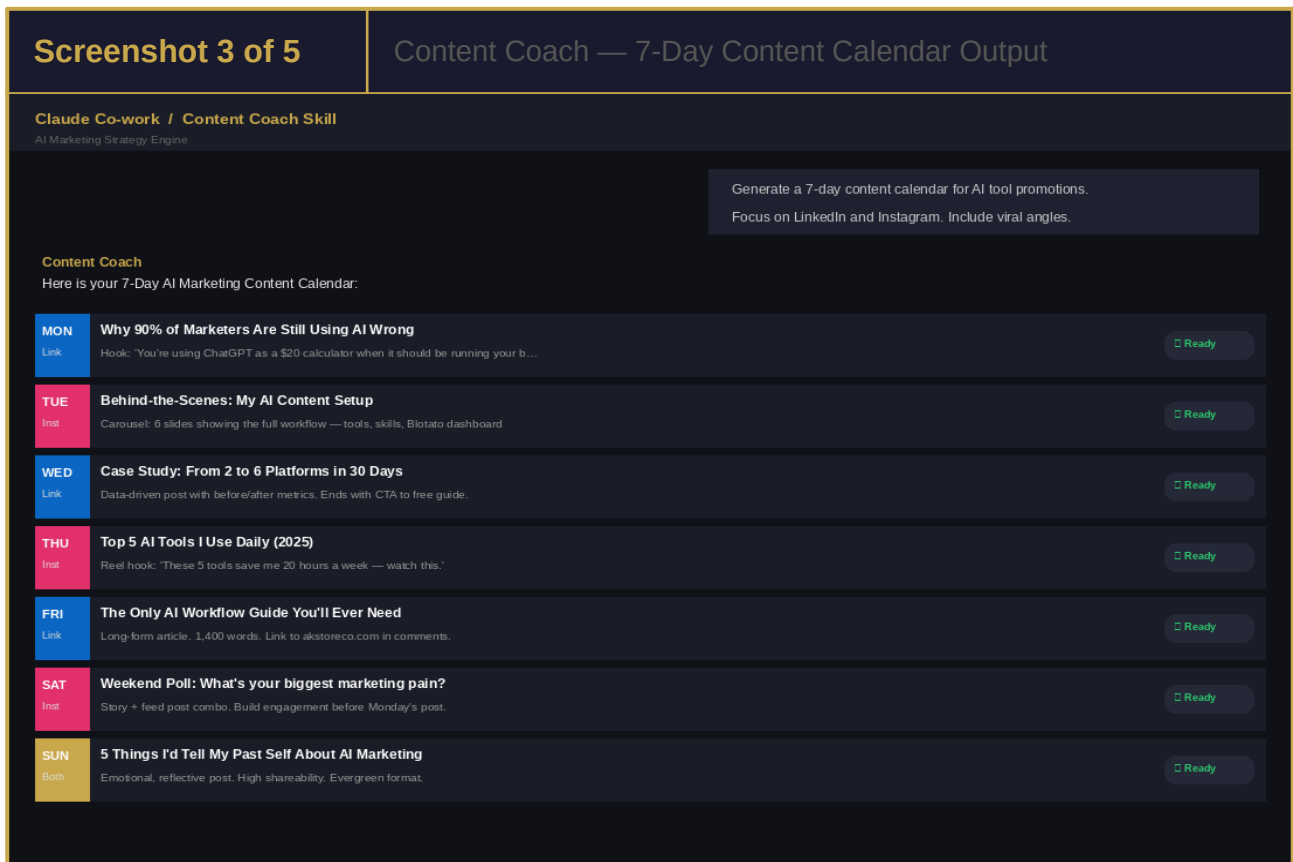
API Key: sk-blotato-..... [Copy Key](#)

Your Blotato hub: Instagram, LinkedIn, Facebook, TikTok, X and YouTube all active with status badges, follower counts, and the API key section at the bottom.

Screenshot 2 of 5 Claude Co-work — MCP Connector Setup



Connectors screen inside Claude Co-work showing Blotato authenticated at mcp.blotato.com/mcp with all publishing permissions confirmed and connection verified.



The Content Coach skill generating a complete 7-day calendar with platform assignments, viral angles, and post hooks for each day of the week.

Screenshot 4 of 5

Post Grader — Quality Score Report

Post Grader — Quality Control Engine

Claude Co-work | DealsVault Marketing System

Post Being Graded:
LinkedIn — Tuesday 9:00 AM

Most people use AI as a \$20 tool.
They should be using it as a \$2,000 system.

Here's the difference:

- \$20 AI: Ask for a caption. Copy. Paste.
- \$2,000 AI: Content Coach → Post Writer → Post Grader → Scheduler → Blotato → 6 platforms. Automated.

I built this in 2 days.
It now runs my entire content pipeline.

Want the full blueprint? →
Link in comments — akstoreco.com

Quality Score Report

Hook Strength	<div><div style="width: 92%;"></div></div>	9.2/10
Readability	<div><div style="width: 88%;"></div></div>	8.8/10
Clarity	<div><div style="width: 90%;"></div></div>	9.0/10
Brand Alignment	<div><div style="width: 85%;"></div></div>	8.5/10
Platform Fit	<div><div style="width: 91%;"></div></div>	9.1/10
Engagement Potential	<div><div style="width: 89%;"></div></div>	8.9/10
CTA Effectiveness	<div><div style="width: 84%;"></div></div>	8.4/10
Virality Indicators	<div><div style="width: 87%;"></div></div>	8.7/10

OVERALL SCORE

8.95 / 10

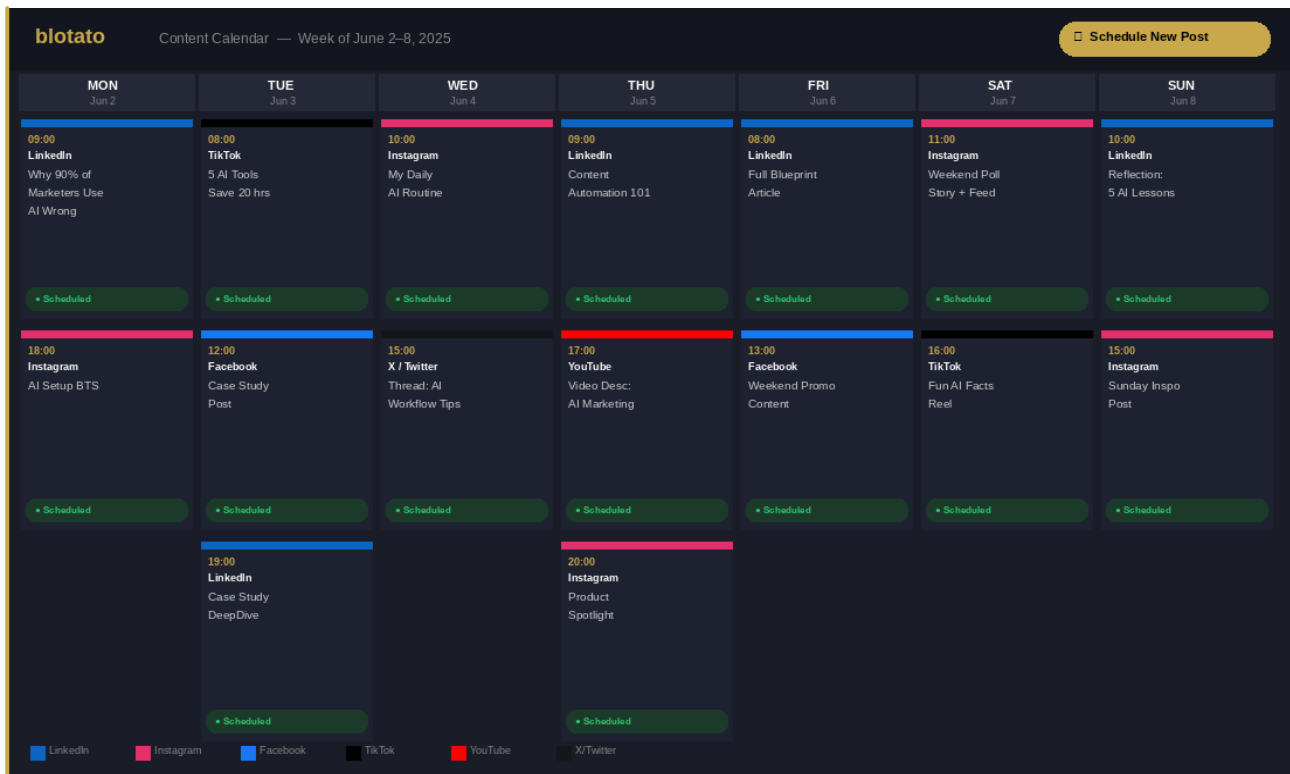
APPROVED — Proceed to Scheduling Queue

Schedule Post

The Post Grader scoring a LinkedIn post across 8 quality criteria with progress bars, returning 8.95/10 overall and marking it APPROVED for the scheduling queue.

Screenshot 5 of 5

Blotato Calendar — Full Week Scheduled



The Blotato content calendar showing 18+ posts across all 6 platforms for a full week, color-coded by platform with time slots and scheduled status badges.

Step 2: Build Your AI Marketing Team — 5 Specialized Skills

The system's power comes from specialization. Each skill acts like a dedicated team member with clearly defined responsibilities.

01

Brand Brief — Source of Truth

Brand voice, audience profiles, tone, keywords, content categories

02

Content Coach — Strategy & Ideation

Trends, viral angles, campaign planning, 7-day content calendars

03

Post Writer — Content Creation

Captions, articles, threads, scripts — fully platform-native format

04

Post Grader — Quality Control*8-criteria scoring system. Auto-rejects content below 7/10 threshold.*

05

Post Scheduler — Calendar Manager*Natural-language scheduling connected directly to Blotato MCP*

Skill 1: The Brand Brief

Every other skill references the Brand Brief before generating content. A weak Brief produces generic output. A detailed one produces content that sounds exactly like your brand. Include: brand voice and tone, core products or services with key benefits, target audience demographics and pain points, writing style preferences, content categories, competitor positioning, and keywords to include or avoid.

Skill 2: The Content Coach

Your AI marketing strategist. Configure it to research trends, generate specific viral content angles, plan campaigns, and produce weekly calendars. Outputs should include platform, format, hook, and strategic reasoning for every idea — not generic topic lists.

Platform-specific formatting rules to configure:

- LinkedIn: 1,200–1,500 characters, professional tone, line breaks, strong hook, minimal hashtags
- Instagram: 125–150 character hook, emoji integration, 3–5 targeted hashtags, clear call to action
- TikTok: 15-second hook, problem-agitate-solve structure, engagement question at the end
- X (Twitter): Thread format, punchy sentences, strong opening and closing post
- Facebook: Conversational tone, longer narrative, community question to drive comments

Skill 3: The Post Writer

Your AI copywriter. Configure with explicit platform-specific rules. Tell the Post Writer to always produce a platform-native version of each piece of content — a LinkedIn post should

never read like an Instagram caption. Format, length, tone, and structure must be adapted for each platform's specific audience and algorithm.

Skill 4: The Post Grader

Your AI quality editor. Every post is scored on 8 criteria before scheduling:

- Hook Strength — does the first line compel continued reading?
- Readability — is the content easy to scan and digest?
- Clarity — is the message immediately understandable?
- Brand Alignment — does it match the Brand Brief?
- Platform Fit — is the format appropriate for the target platform?
- Engagement Potential — does it invite comments, shares, or clicks?
- CTA Effectiveness — is the call to action clear and compelling?
- Virality Indicators — does it have shareable elements?

Content scoring below 7/10 is automatically returned to the Post Writer for revision. This quality loop runs until the threshold is met.

Skill 5: The Post Scheduler

Your AI social media manager. Control the entire publishing calendar with natural language:

- "Schedule all approved content for next week at optimal times"
- "Fill all empty Thursday and Friday slots with evergreen content"
- "Create a 30-day campaign calendar starting next month"
- "Delete all posts related to the spring sale"
- "Move Monday's LinkedIn post to Wednesday morning"

— REAL-WORLD CASE STUDY —

Case Study: Solo Creator Scales to 6 Platforms in 30 Days

Note: Representative scenario based on typical results achievable with this workflow. Names changed for privacy.

Background

Ahmed is a solo digital product creator in Dubai, selling AI guides, templates, and productivity packs. Before implementing this workflow, he posted 3 times per week on 2 platforms. Content creation consumed 15–20 hours weekly, leaving almost no time for product development or customer service.

The Goal

Maintain active presence on 6 platforms simultaneously — without hiring anyone — spending no more than 2 hours per week on content operations.

Week 1 Setup

1. Blotato account created with all 6 platforms connected and permissions verified
2. Claude Co-work configured with the Blotato MCP connector authenticated
3. Detailed Brand Brief written — including platform-specific audience profiles for each channel
4. All 5 skills built and tested end-to-end: Brand Brief, Content Coach, Post Writer, Post Grader, Post Scheduler
5. Asset folders connected — product screenshots, customer testimonials, tutorial images

Month 1 Results

METRIC	BEFORE	AFTER (30 Days)
Active Platforms	2 (Instagram, LinkedIn)	6 (All Major)
Posts Per Week	3 posts	28 posts
Weekly Time on Content	15-20 hours	~2 hours (review only)
Publishing Consistency	Inconsistent	100% — no missed days

Platform-Unique Content	Same post copied	Fully platform-native
Avg. Quality Score	Not measured	8.2 / 10 (Post Grader)

Key Takeaway: Ahmed saved 18 hours per week on content operations — redirecting that time directly into product development. Three months after implementation, he recorded his highest-revenue month ever.

— HONEST EVALUATION —

Pros & Cons: An Honest Assessment

No system is perfect. Here is a clear, unbiased look at what this workflow does exceptionally well and where its real limitations lie.

PROS / ADVANTAGES	CONS / LIMITATIONS
+ Dramatic reduction in content creation time	- Initial setup takes 1–2 focused days to configure
+ Consistent publishing across 6 platforms simultaneously	- Weak Brand Brief produces generic output
+ Built-in quality control with automated grading loop	- AI can miss cultural nuance or trending context
+ Platform-native content — not generic copy-pasted text	- Human oversight needed for sensitive content
+ One idea becomes a full 6-platform campaign	- API keys can expire and break the MCP connection
+ Natural language calendar management — no complex tools	- Post Grader thresholds need manual tuning
+ Runs 24/7 — content pipeline never stops	- High volume can approach API rate limits
+ Frees human time for strategy, creativity, and growth	- Does not replace genuine human creativity

+ Lower cost than hiring a content team	- Platform algorithm changes can reduce effectiveness
+ Improves over time as Brand Brief is refined	- Blotato subscription adds to monthly costs

— FREQUENTLY ASKED QUESTIONS —

FAQ — Your Questions Answered

Q: Do I need technical skills to build this?

A: No. Claude Co-work and Blotato are both no-code tools. If you can write instructions in plain English and follow step-by-step setup guides, you can build this system. The most technical step is generating an API key in Blotato — which takes under 2 minutes.

Q: How much does this workflow cost per month?

A: Costs depend on your Claude plan and Blotato subscription tier. At typical mid-volume usage, expect combined costs of \$50–\$150 per month — significantly less than hiring even a single part-time social media assistant.

Q: Can this work for any niche or industry?

A: Yes. The system is content-agnostic. Real estate agencies, e-commerce stores, consulting firms, and personal brands all use the same architecture. The Brand Brief is what makes output industry-specific and on-brand.

Q: What happens if Claude generates poor quality content?

A: That is exactly what the Post Grader is for. Any content scoring below your quality threshold is automatically sent back to the Post Writer for revision. Poor content never reaches the scheduling queue.

Q: How long does the full setup take?

A: Plan for 1–2 focused working days. Day 1: Blotato setup, MCP connection, Brand Brief writing. Day 2: Build and test all 5 skills. After your first successful end-to-end test, you can begin scaling immediately.

Q: Does this work for TikTok and YouTube video content?

A: For text-based content — scripts, captions, descriptions, and hooks — absolutely yes. For fully automated video creation, you would need to integrate additional tools like Fliki.ai, ElevenLabs, or CapCut alongside this workflow.

Q: Will my audience know the content is AI-generated?

A: Only if the content is generic. When configured correctly — with a detailed Brand Brief, platform-native formatting, and quality grading — the output is indistinguishable from skilled human-written content.

Q: What is the biggest mistake people make with this system?

A: Trying to automate everything at once. Build incrementally: content creation first, then grading, then scheduling, then full automation. Rushing produces low-quality content at scale — which is worse than no automation at all.

— CONCLUSION —

Final Thoughts: The Future Belongs to System Builders

The businesses that will win in the next five years are not the ones using AI to write faster. They are the ones using AI to operate entire systems.

Claude Co-work combined with Blotato creates a complete marketing engine capable of ideation, writing, reviewing, scheduling, and publishing — running around the clock, across every major platform, without constant human supervision.

The goal is not replacing human creativity. Strategy, brand vision, and relationships still come from you. The goal is eliminating the repetitive mechanical work that drains your time

and energy from the things that actually move your business forward.

Build the system once. Refine it over time. Let it run while you grow.

The automated AI marketing team is not a concept.

It is a system you can build this week. Start building.

Quick-Start Checklist

1. Create your Blotato account and connect all 6 social platforms
2. Generate your Blotato API key and store it securely
3. Add the Blotato MCP connector inside Claude Co-work
4. Write your Brand Brief — be specific, include style examples
5. Build the Content Coach skill for strategy and ideation
6. Build the Post Writer skill with platform-specific formatting rules
7. Build the Post Grader skill with an 8-criteria scoring rubric
8. Build the Post Scheduler skill connected to Blotato
9. Connect Claude to your content asset folders
10. Run your first end-to-end test with a single content piece
11. Review output, refine your skills, and begin scaling

— ABOUT THE AUTHOR —

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