FESTIVAL OF AI

OCT 16TH, 2026 NATIONAL SPACE CENTRE

From ChatGPT to Claude Code

The Universal AI Tool for Marketers and Managers (No Coding Required)



By Ann Stanley (Founder & CTO)
Anicca Digital & Anicca AI & Insights
16th Oct 2026

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Anicca's Two Pillars: Digital & AI Solutions

Ann started her career studying Biological Sciences at **Leicester University** and spent many years working in life sciences and medical research before evolving into a data-driven marketeer. She has a Postgrad Diploma in Marketing from **DMU** and has spent the last 24 years working in digital marketing, where **she founded 2 businesses**:

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AI-Powered Marketing & Business Growth Solutions

Providing data-driven digital marketing solutions for the last 19 years for e-commerce and established brands. Now integrating AI into everything we do to improve productivity and results for our clients.

Strategy | Search | Social | Shopping | Skills

Training and skills development

1,000 learners trained in digital marketing since January 2022, plus bespoke and AI training courses.

Digital Marketing | AI Training | Bespoke Courses

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AI Strategy, Solutions & Skills for Marketers & Managers

Not only identifying what businesses need to do, but building the solutions - automations, agents and infrastructure to make it happen.

AI Strategy | Consultancy | AI Agents & Automation | AI Training | Thursday AI Club

SaaS & Product Development

Data products, analytics dashboards and AI-powered tools built for marketers.

Armadello Analytics | Secret-Agents.ai | AI App Development

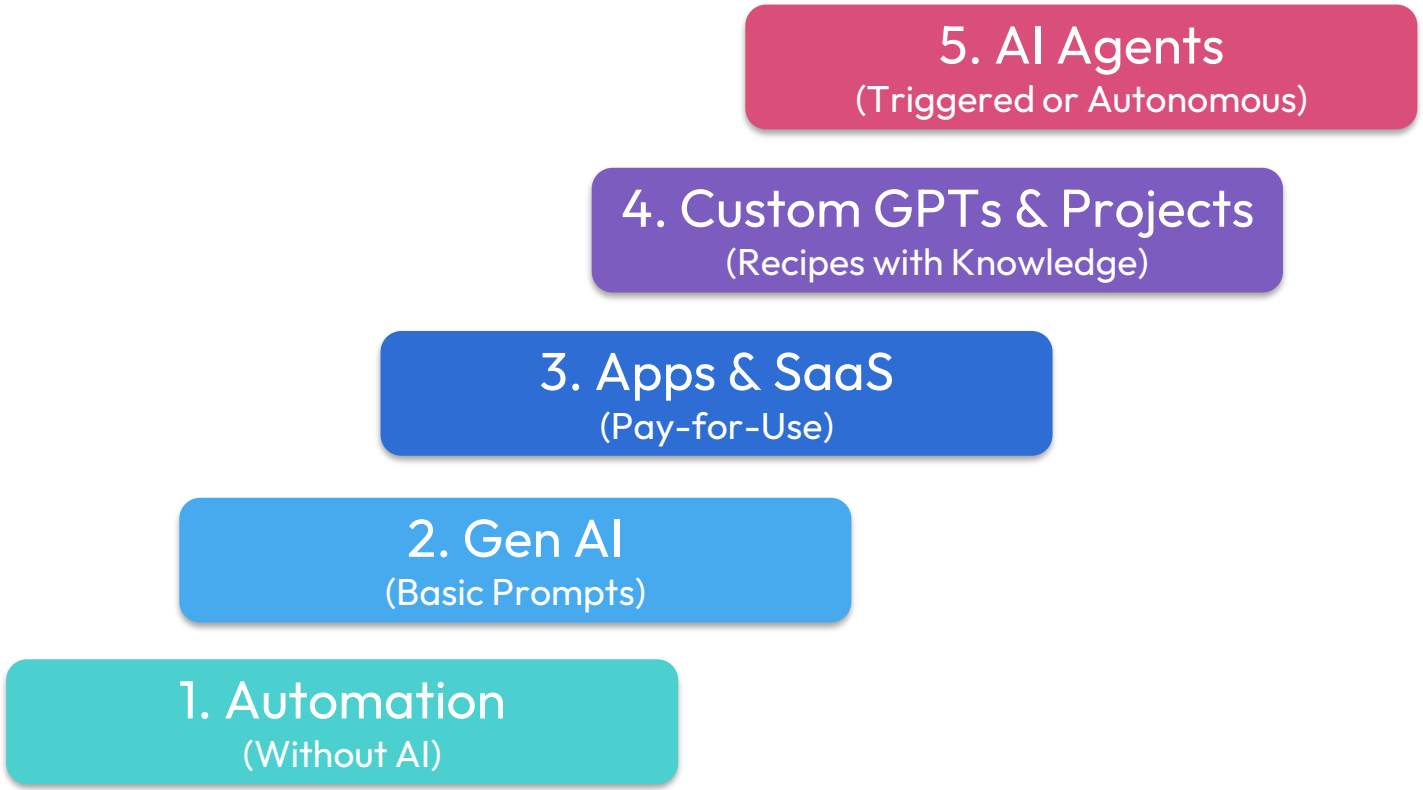
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Where Are You on the AI Ladder?

85% of UK businesses use ChatGPT — but 80% haven't tried AI agents.
The UK is 6th-7th globally.

Today we jump to rung 5.

1. **Automation** — Thank-you emails, CRM syncs, Zapier. No AI.
2. **Generative AI** — ChatGPT / Claude for writing & research.
3. **Apps & SaaS** — Mid Journey, HeyGen, Otter, Perplexity.
4. **Custom GPTs & Projects** — Knowledge base + system prompts
5. **AI Agents** — Triggered automations with an LLM brain.

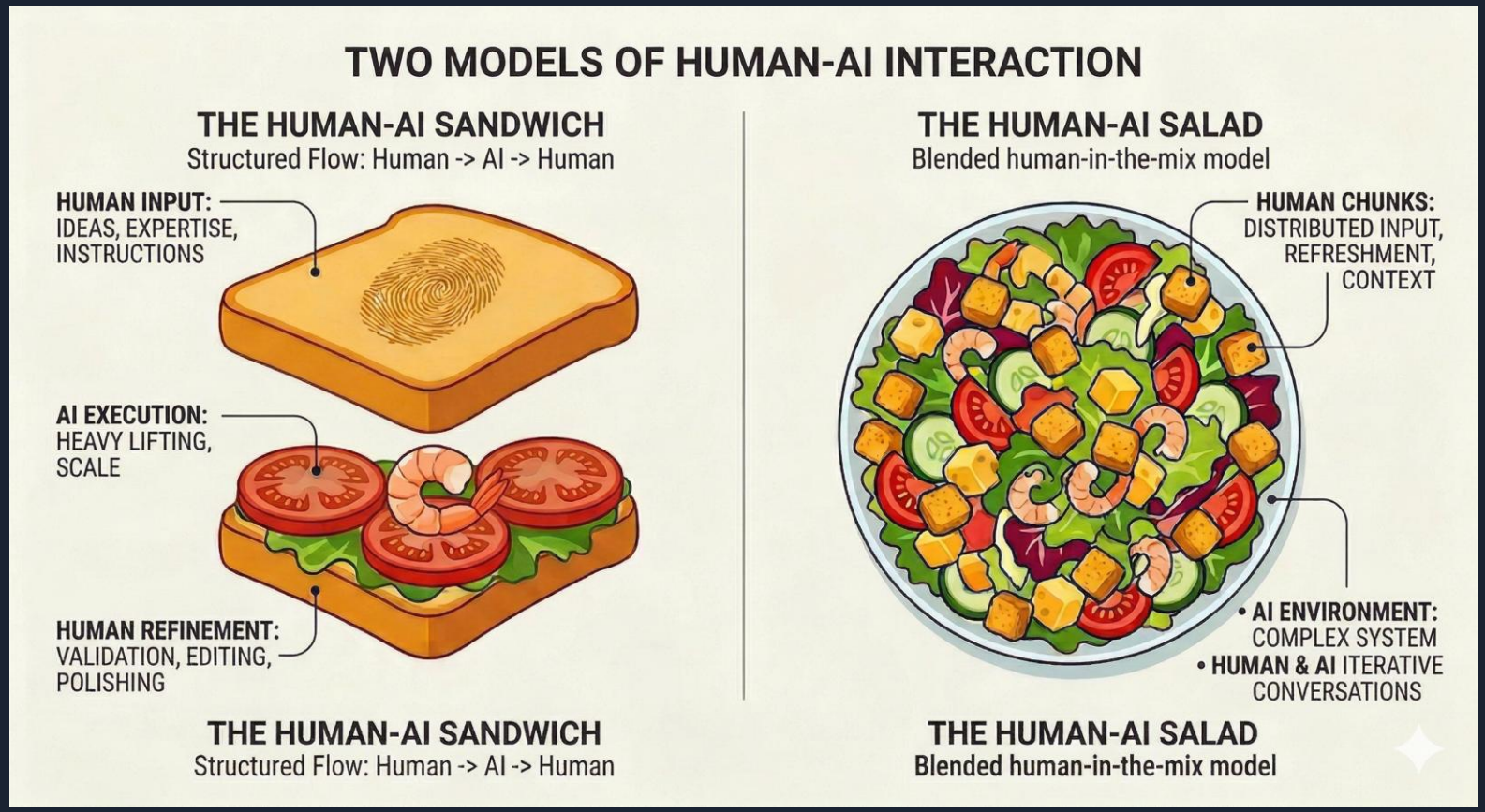


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The role of humans - AI sandwich or AI salad?

Get Answers from Gen AI (Chat) · Automations & Workflows for results · Collaborate with Agents & Assistants

Different recipes for different jobs:



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AI Answers, Automation, Agents & Assistants

If you mainly use AI as a chatbot, you've only seen one part of what it can do.

AI Automation

A structured automation that follows rules, runs fast, and uses AI only where judgement, decisions or content creation are needed. Links to third-party tools through APIs & credentials.

Zapier · Make · n8n
Voice agents, repeatable & background processes or tasks
Trigger-based, not goal-based

AI Answers

A smart librarian. Helpful and responsive, best for answering questions or doing one task at a time. Highly reliant on good prompting. Can be "trained" for specific tasks.

ChatGPT · Claude.ai · Gemini, Microsoft Copilot, Custom GPTs
Basic research, content creation and simple tasks
You initiate every task

AI Agents

A goal-focused project manager. Plans, executes and adapts on its own, with human oversight where the decisions matter. Can interact with websites, tools and your files.

Grok bot · Manus · Sintra
Complex tasks or autonomous research, e.g. used for shopping agents
Goal-based, runs without you

AI Assistants

A capable colleague who works alongside you. You steer, it does the work, using reusable skills, you check and redirect as you go.
Interacts with your own files, tools & accounts.

Claude Code · Claude Cowork, Codex · Antigravity · Cursor
Any complex content, development, admin or laptop activity
You work with it within a session, project or chat

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Introducing AI Agents

What the *!#? is an AI Agent?

The term "AI Agent" is misused and misunderstood. These are the main components of an AI agent.

1 Does things for you

A step-by-step automation, not just answering questions.

2 Trigger + brain + tools

Combines a trigger, an LLM as the brain, and tools such as apps and APIs.

3 Observes, plans, acts

Like a 24/7 intern that never forgets.

4 Semi to fully autonomous

Semi-autonomous means a human stays involved. Fully autonomous means it acts alone.

5 Coordinates other agents

One manager, multiple specialists. This is called orchestration.

6 Collaborative assistant

Give it access to your files and the ability to use tools, but it needs more trust and guardrails.

Social agent: brief, content creation, posted

Each node does one job. The agent decides what gets written, what image to generate, and where it goes.



STEP 01

Brief in

Google Sheet holds the topic, tone, and target platforms.

STEP 02

Generate

OpenAI writes the post copy. A second call generates the image.

STEP 03

Decide & route

Router sends content to Facebook, Instagram, LinkedIn or HTTP.

STEP 04

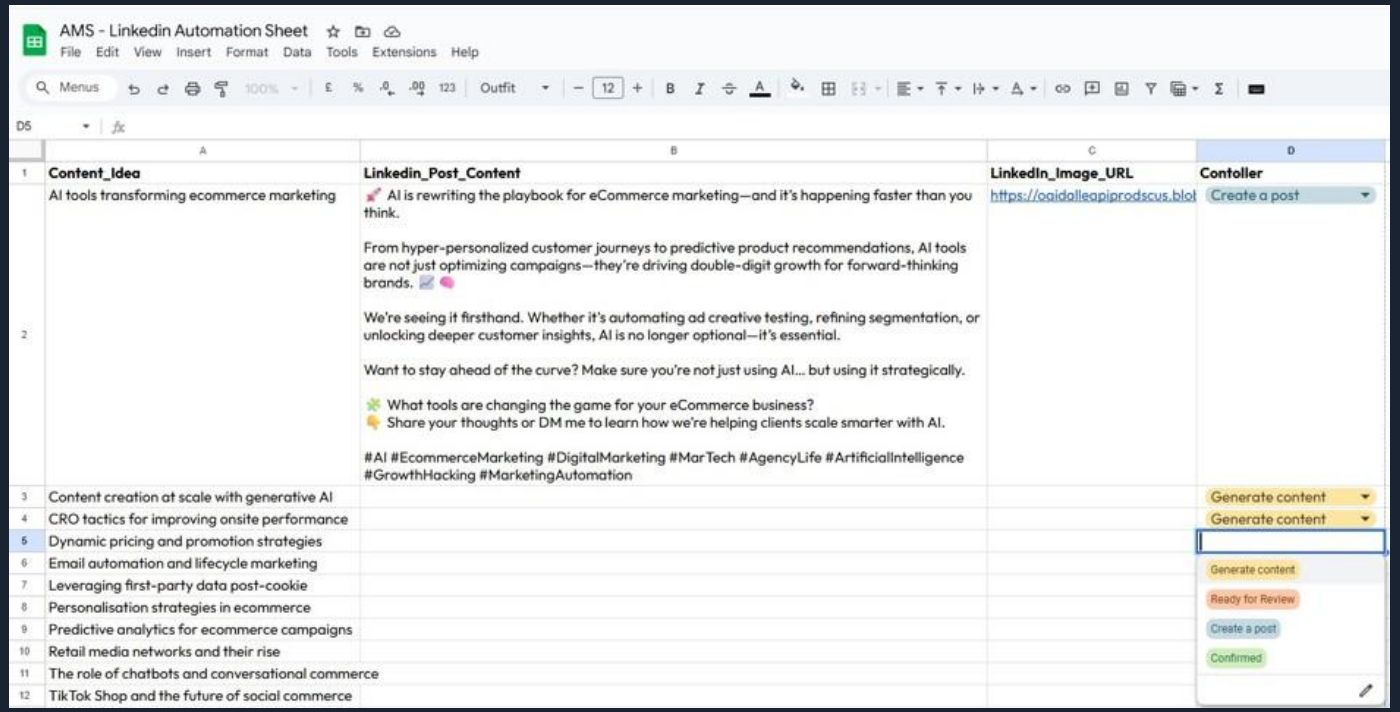
Track

Result and post URLs go back to the sheet.

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The Google Sheet that runs the agent.

One row per post. The sheet is both the input controller and the output log.



INPUT

Topic & tone

You write the brief: subject, angle, audience, tone.

INPUT

Platforms

Tick which channels: Facebook, Instagram, LinkedIn.

OUTPUT

Status

Agent writes back when each row is done.

OUTPUT

Live URLs

Published links go into the sheet for monitoring.

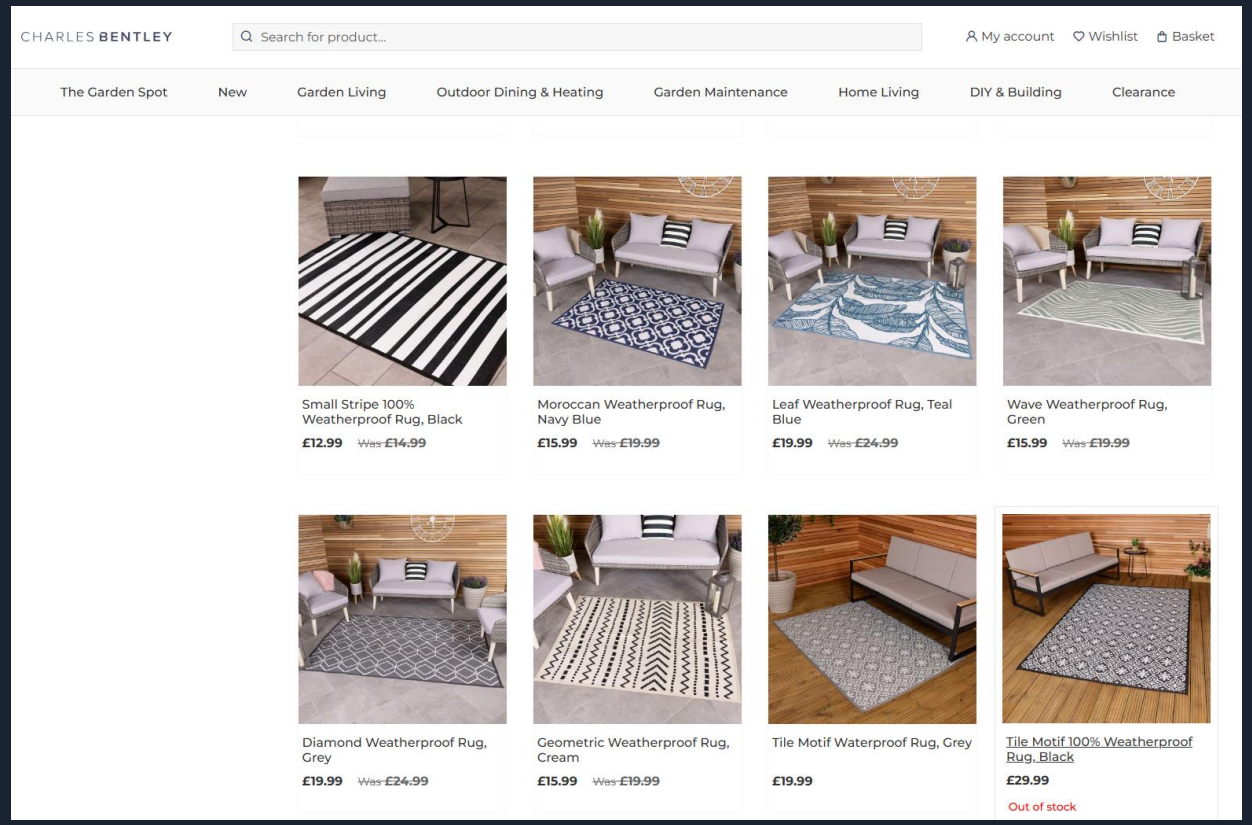
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Voice Agents for ecommerce

A voice agent picks up out-of-hours calls, qualifies the caller, books the meeting, and updates the CRM. Built once with n8n + ElevenLabs + Anicca's training data. Runs 24/7. Costs less than a part-time receptionist.

Charlie (Charles Bentley)
Our Voice Agent in action

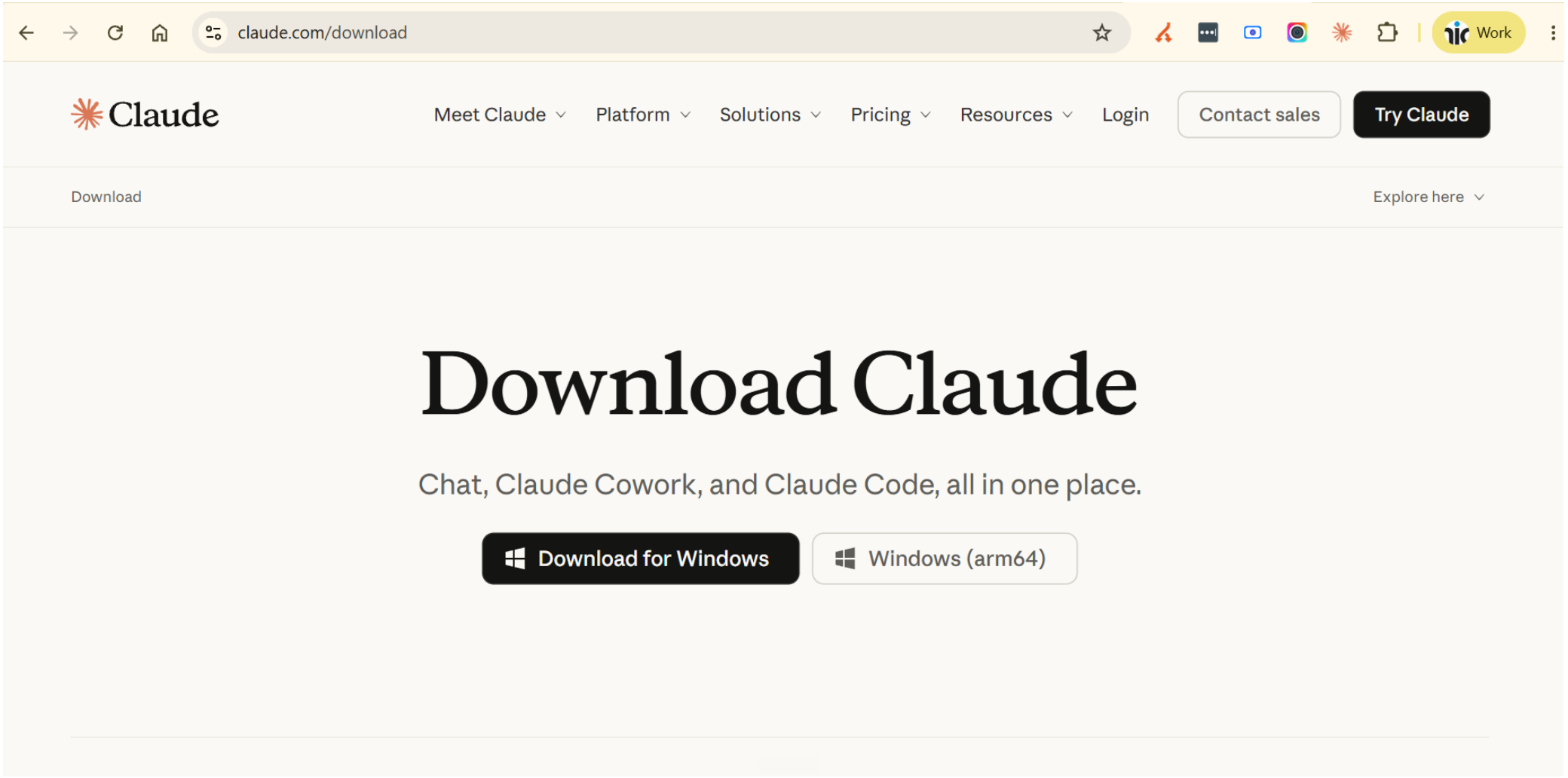




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Introducing Claude Code,
the universal AI agent for non-coders.

Download Claude Desktop

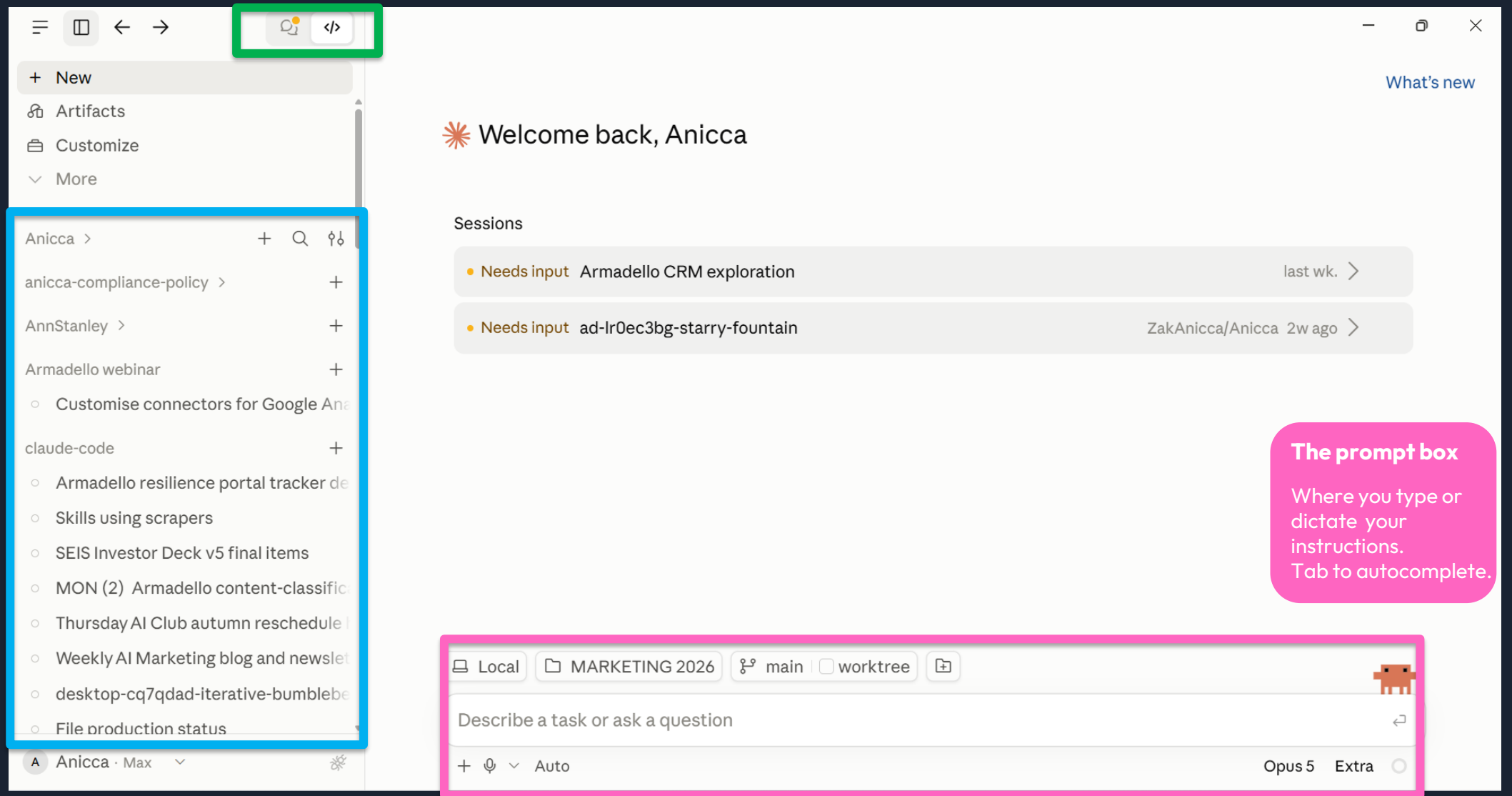


Get started by using Claude Code on Desktop

A native app on Mac and Windows. Big chat window, projects in the sidebar. No setup pain.

The Toggle
Switch between Claude Chat & Claude Code

Your projects
Local projects connect to a folder on your laptop. Click to open the conversation.



The prompt box
Where you type or dictate your instructions.
Tab to autocomplete.

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The Claude tools *by function*

WHERE YOU WORK WITH CLAUDE

1. Claude Chat

General chat, writing, research, reasoning & analysis.

2. Claude Cowork

Works with your own files unattended. Hands back finished docs & decks. For everyday work.

3. Projects & Skills

A workspace per client, or project, with files & memory. Build Skills to make a task repeatable.

4. Claude Design

Create graphics, decks, landing pages & wireframes directly in Claude.

5. Claude Code

Full toolkit. Now on the desktop, not just a "terminal". **No coding needed.**

Chat and Cowork have merged into one Claude experience. Projects, Skills and Design increasingly work across Claude.

3 essential elements

3 essential elements for using Claude Code

CLAUDE.md

Your brand bible, rules & guidelines.

FILES

Access your hard drive.

SKILLS

A reusable "recipe" for each task.

Build your claude.md file using /about me skill

1. **Who are you and what's your role** — what you actually do day to day, not the job title?
2. **How do you like to work** — pace, structure vs flexibility, planner vs improviser, morning person or not, deep-focus blocks vs little-and-often?
3. **What are you strong at**, and what do you find hard or tend to avoid?
4. **How do you like to receive information and feedback** — short and direct vs fully explained, written vs talked through, praise-first vs straight to the point?
5. **How do you want written content to sound when Claude writes something for you**? Tone, UK vs US spelling, any words or phrases you want avoided, bullet points vs flowing prose, bold text or not, em dashes or not.
6. **What tools or software do you use** day to day that Claude might need to know about?
7. **How do you like to receive files or output** — a specific format, always a link, saved to a particular folder?
8. **What decisions do you make yourself,** and what do you always want checked with you first?
9. **What should an assistant never do** without asking you first?
10. **Anything else that would help someone**, or something, work well with you?
11. Confirm where the **file should be saved/installed.**

What the *!#< is a Skill?

A single task that you have "bottled“ as a Skill,
so Claude runs it the same way every time.

Put one on a schedule and you have an agentic workflow.

Build more and the library of skills, not the prompt, becomes your asset.

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1 A folder, not a prompt

A markdown file of instructions, plus the templates, examples, code and tools it needs.

2 Now an open standard

Not just Claude. Copilot, Cursor, Codex and Gemini read the same folder.

3 Build it, and bottle it

Do the job yourself once, then ask Claude to write the skill from what happened.

4 Borrow one, make it yours

Download someone else's, then tell Claude to adapt it to your accounts and brand.

5 Describe what you want to trigger it

It says what the skill does and when. That is how Claude knows to reach for it.

6 Fix the skill, not the prompt

When the output is wrong, correct the skill. It gets better with every run.

Six traps every new user falls into

Knowing the traps in advance saves you the pain of falling in. Read these now, save yourself a frustrating Wednesday.

1. I asked for too much

One-shotting a five-step task. Break it into one step at a time until you trust each step.

2. I didn't read what Claude proposed

Clicked Approve on autopilot. Now something works that you don't understand.

3. I pushed past the 90-minute mark

Session went weird, I blamed Claude. Write a handover and start fresh — every time.

4. I assumed Claude was right

It sounded confident. It was wrong. Confidence is not correctness — verify.

5. I'm fighting Claude

Same wrong answer, three times. Stop. Re-prompt from scratch. Don't argue.

6. I'm stuck in the loop

Same task, twenty messages deep, getting worse. Start a fresh conversation.

10 tips for getting the best out of Claude Code.

Beginner-friendly. Start with one, add another when you're ready.

01

Start with the desktop app

Claude Code Desktop is easier than the code-editor version. Big chat window, projects on the left.

02

Tell it who you are

Upload your brand guidelines. Explain what the business does. Your brand book for AI.

03

One project per task

Keep the weekly blog separate from the client audit. Don't mix them.

04

Talk to it, don't type

Use voice dictation. Two-minute briefs become twenty-second ones.

05

Borrow before you build

Try imported skills first. Build your own only when nothing fits.

06

Build skills from your wins

When a project goes well, turn it into a reusable skill.

07

Save your work, often

Every couple of hours, write a handover and start fresh.

08

Maintain what you build

Skills aren't write-once. Update them as the business changes.

09

When you're ready, add GitHub

Once you have skills you depend on, install GitHub for version control.

10

Read the guide. Join the club.

Read the Claude Code Guide. Join the Thursday AI Club.

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Practical applications & examples of AI Agents for your business

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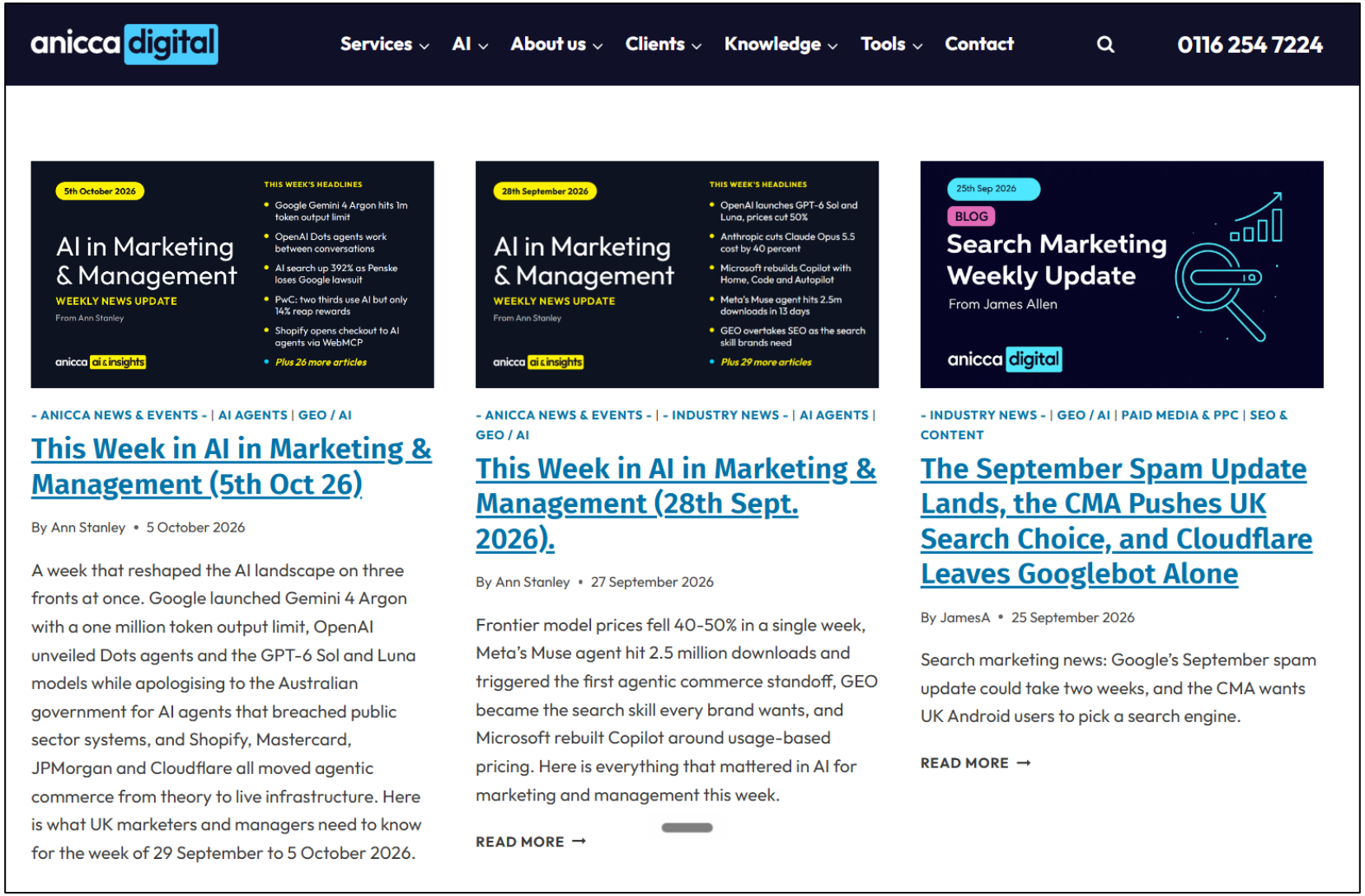
Creation - Research to live blog in 30 mins.

Five steps. Two are human checkpoints. The rest is Claude Code.

1	2	3	4	5
Research	**Create**	**Iterate**	**Load**	**Final edits**
Discover and pull this week's e-commerce + AI news from priority sources.	Categorise, score, write the blog in your voice with full source links.	You read the draft, tighten the angle, ask for rewrites where needed.	Push to WordPress as a draft, with featured image and Yoast metadata.	You proof in WordPress, set categories, click publish.
/news-scraper	**/ai-news-blog-writer**	**human in loop**	**/wp-content-publish**	**human in loop**

Same voice. Every week. Without spending all weekend on it.

Creation - Research to live blog in 30 mins.



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Promotion - blog, LinkedIn Post & Newsletter

Take the published WordPress post and turn it into a week of social and newsletter content.

1

Reuse the blog

You take the published WordPress post as the source of truth.

human in loop

2

Build a carousel

A4 portrait LinkedIn carousel with cover image and key takeaways.

/carousel-template

3

LinkedIn posts

Promo post for the carousel and a separate post for the newsletter.

/ann-linkedin-posts

4

Iterate

You review the carousel and posts, tweak the headlines, fix the tone.

human in loop

5

Newsletter

LinkedIn newsletter with banner and Thursday AI Club promo built in.

/tac-newsletter-banner

One blog. Five assets. All in your voice, all on brand, in an afternoon.

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Promotion - blog, LinkedIn Post & Newsletter

The Thursday AI Club
1,748 subscribers
✓ Subscribed



What's New in AI in Marketing & Management (6th Oct)

Ann Stanley (aka Simmonds)
Founder & CTO of Anicca Digital and our AI-Spinoff (Anicca AI & Insights) | AI Adoption, AI SaaS Builder | Digital Marketing, Ecommerc...

October 6, 2026

Weekly Newsletter for The Thursday AI Club

This week's AI in marketing news, curated for marketers and managers who want to stay ahead of how AI can improve the performance, productivity, and profitability of you and your business.

Comments

1 · 1 comment

Like Comment Share

Add a comment...

Most recent

Ann Stanley (aka Simmonds) Author 2h
Founder & CTO of Anicca Digital and our AI-Spi...

This week's AI in Marketing and Management blog: https://anicca.co.uk/blog/2026-10-05-ai-in-marketing-management/

Get a tour of #ArmadelloAnalytics & #AIIns ...more



This Week in AI in Marketing & Management (5th Oct 26)
This week in AI marketing: Gemini 4 Argon, OpenAI Dots, AI search up...

Like | Reply | 22 impressions



Ann Stanley (aka Simmonds) · You
Founder & CTO of Anicca Digital and our AI-Spinoff (Anicca AI & Insights) | AI ...
View my newsletter
2h

The 6th Oct edition of the #ThursdayAIClub #AInewsletter is live.
With 31 Articles on the latest in #AINews #AIinMarketing & #AIinManagement

This week the big stories are about frontier models, agentic infrastructure, and AI search - and the numbers behind them are hard to ignore.

#AIModels and pricing
- Google launched Gemini 4 Argon, its most advanced frontier model, initially through trusted cybersecurity partners in the Fairwind Program
- OpenAI introduced #Dots, always-on agents built on GPT-6 Astra that connect to over 4,000 apps, plus two cheaper siblings - GPT-6 Sol and Luna - at 50 per cent lower API prices than the previous generation
- Anthropic released Claude Sonnet 5.5, despite CEO Dario Amodei publicly calling for a slowdown

#AgenticCommerce

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3 levels from beginner to *AI builder*

USE IT

CONNECT IT

BUILD WITH IT

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USE IT (Level One) –
Claude Code's features vs chat

1 Getting started

Foundations

Tabs, projects, prompting, safe practice, access files on your hard-drive

2 Knowledge & experience

Memory files, skills library

The borrow-versus-build habit, improved with every cycle. Claude.md file to train & guide.

Most people never get further than this

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CONNECT IT (Level Two) – Connect your own data, accounts & GitHub

3 Infrastructure

Housekeeping & best practice

Handover documents, GitHub backup, scheduling.

4 Integrations

API integrations, .env files

Importing data or using 3rd party tools, requires managing “secrets” and API keys.

BUILD WITH IT (Level Three) – Dashboards, apps & products you can sell

5 Reporting & dashboards

Advanced reporting

Connecting AI to marketing, ecommerce, CRM and finance data.

6 Commercial apps & SaaS products

Custom-built tools & products

Dashboards and apps with blended data, deployed to your own site.

3 advanced features for building with AI

(On your laptop and the cloud)

LAPTOP

.env file & API CONNECTIONS

Your credentials.

LAPTOP CLOUD

HANDOVER & GITHUB ARCHIVE

Your history.

LAPTOP CLOUD

SCHEDULE & GITHUB ACTIONS

Your automation.

Level One – 50+ skills. *No API key.*

NO API KEY

NO ACCOUNT

NO CONNECTOR

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What you get *before you connect anything*

Level one. We have 50+ marketing skills that need no API key, no software accounts and no connectors.

You supply the data; everything else is already there.

SEO, GEO & PPC

Content ideation
Content planner
Blog writer
Content clusters
Keyword generator
E-E-A-T checker
GEO tactics
GBP content plan
Search term analysis
Negative keywords
Negative Placements
Google Ads assets

Admin & thinking

Meeting notes
Idea extractor
Research search
CSV anonymiser
Expert council
Adversarial council
Grill me
Map triggers
Handover doc

Decks, docs & PDFs

Decks, light
Decks, dark
Presentation style
Landing pages
Ebook template
EPUB converter
HTML to PDF
PDF generator
HTML to PPT

Writing & social

LinkedIn posts
Emails, your voice
Press release
Weekly carousel
Ad copy
Ad & blog images
Featured images
Newsletter banner
Editorial sweep

New business

Proposals
Offer design
Case studies
Client discovery
Customer avatars
Competitor intel
Copy council
Order confirmations

Everything here runs on a Claude subscription alone. Supply the data yourself and the whole of this is available today.

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The structure of the Content Cluster Skill

Folder structure

```
content-cluster/
├─ SKILL.md
├─ hub-template.html
└─ funnel-template.html
```

SKILL.md (instructions)

name: content-cluster

Description: "Create content cluster hub-and-spoke diagrams and buying funnel visualisations for SEO content strategy."

 # Content Cluster & Funnel Skill

Generate two HTML visualisations for any topic:

1. Content Hub & Topic Clusters, a central topic with eight supporting content pieces
2. Content Funnel Mapping, TOFU / MOFU / BOFU,

When to Use This Skill

- Content strategy deliverables for clients
- Cluster slides inside GEO audit reports

The 3 elements; *input, action, output*

Choice of inputs. Everything else it decides for itself.

YOU GIVE IT

Topic
The product, service or category. Say "contractor insurance".

Market
UK unless you say otherwise.

Competitors
Optional. Sites already ranking.

Keyword export
Optional. Keyphrases from Ahrefs, or a competitor list.

IT WORKS OUT

What already ranks
Researches the topic by web search.

Eight clusters
The supporting pieces around the hub.

Funnel stage
Maps each to TOFU, MOFU or BOFU.

Titles and keywords
Writes the card content for each one.

YOU GET

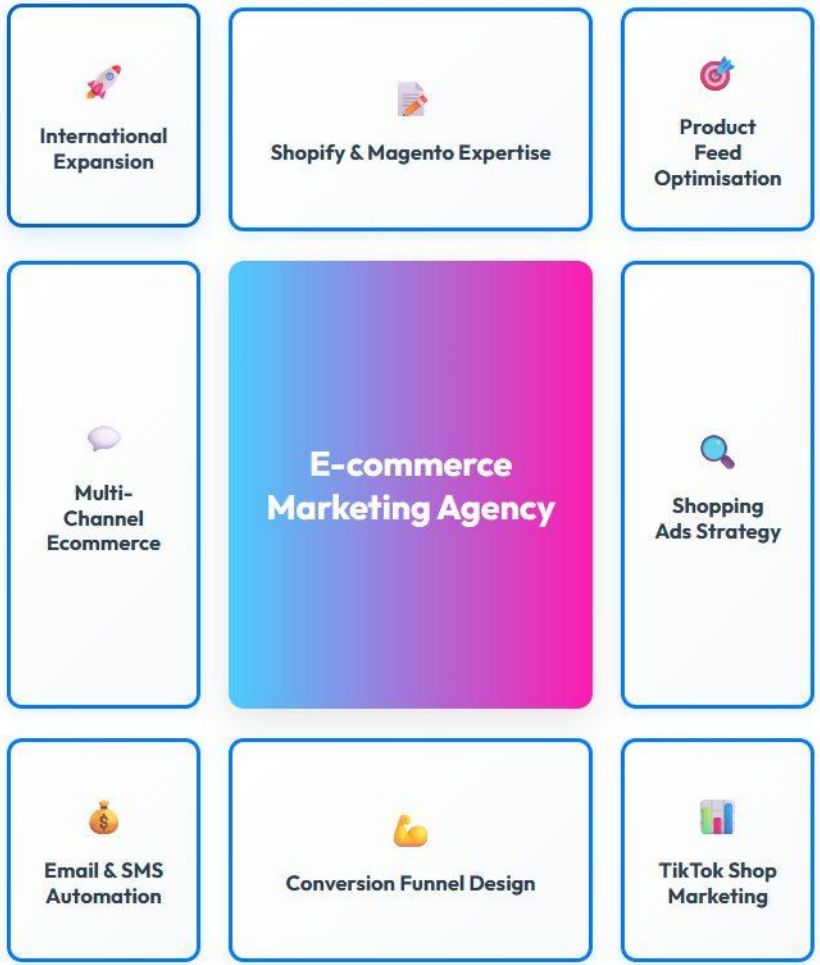
Hub diagram
Hub-and-spoke HTML, ready to screenshot.

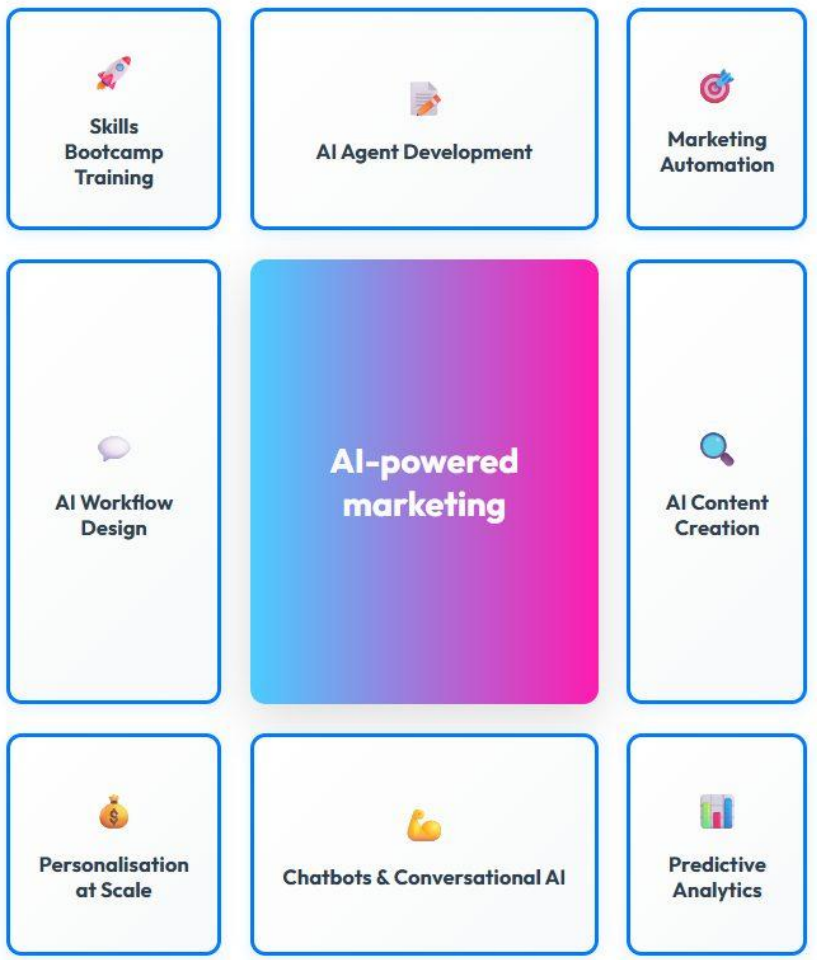
Funnel map
TOFU / MOFU / BOFU with keyword tags.

The research is web search, not a keyword tool. That is why there is no key to set up, and why it is only ever a starting point.

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Output – Content clusters





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Level two.
Needs an API key.

API KEYS

LOGINS

OAUTH

What you get when you *connect your tools*

Level two. Similar jobs but on live data, plus interactions with other tools and software.

Search data	PPC	Publishing & creative	Inbox, diary & meetings
Ahrefs benchmark	Ask the account	Publish to WordPress	Gmail
Link quality	Search term analysis	Weekly blog pipeline	Calendar
Search Console data	Placement exclusion	Push a page live	Daily briefing
GA4 data	PMax breakdown	Image generation	Meeting notes
Content inventory	Gap analysis	Slide illustrations	Newsletter digest
Change vs impact	Budget model	Infographics	YouTube monitor
CSV & Excel analyser		Video storyboards	Webinars
		Product descriptions	Inbox notes
		Customer avatars	NDAs & orders

Everything here needs a key, a login or an OAuth screen.

There is a bigger cost at level two, as it buys you live (or stored) data, plus the use of tools.

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Level 2 - needs API keys in an .env file

```
# .env  file on hard-drive
# NEVER COMMIT THIS FILE TO GIT

ANTHROPIC_API_KEY = sk-ant-...
OPENAI_API_KEY = sk-...
GOOGLE_ADS_DEVELOPER_TOKEN = your_token
GA4_PROPERTY_ID = 123456789
SERPAPI_KEY = your_key
WORDPRESS_APP_PASSWORD = xxxx xxxx xxxx
```

⚠ SECURITY RULES

- Never share .env
- Never commit to GitHub
- Always add to .gitignore
- Treat each key like a password
- If a key leaks, replace immediately

Ahrefs-competitor-analysis skill

Folder structure

```
ahrefs-competitor-analysis/
├─ SKILL.md
├─ config.json
└─ scripts/
```

SKILL.md (instructions)

name: ahrefs-competitor-analysis
description: "Pull the latest Ahrefs SEO metrics for a client and its competitors, then produce a branded, client-ready benchmark report plus a CSV."

What it produces

ahrefs_data.json raw metrics per brand
ahrefs_data.csv opens in Excel
report.html client-ready benchmark

Key facts

API key: AHREFS_API_KEY, read from .env
Ahrefs only has data up to yesterday

Ahrefs competitor analysis: *input, action, output*

Three domains and a key. It fetches everything else.

INPUT

Your domain
The brand you are benchmarking.

Competitors
Grouped: direct, adjacent, larger players.

Your API key
Stored in the .env file. Never in the skill.

ACTION

Checks the domains
Weeds out dead sites and wrong TLDs.

Pulls latest metrics
Authority, links, traffic, keywords.

Groups and highlights
Your brand picked out against each set.

Writes the takeaway
The insight, not just the table.

OUTPUT

A client-ready report
Branded HTML that prints clean to PDF.

A CSV
With a data dictionary. Opens in Excel.

Raw JSON
For the next skill to pick up.

At level one you supply the data. Here you supply three domains and a key, and it goes and gets the rest.

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Competitor research (2 of 29 pages)

Website	Domain Rating	Keywords ranked	Keywords in top 3	Estimated monthly visits from Google
Start-Rite	51	4,066	1,392	78,901
Clarks	75	28,851	11,895	1,273,294
Geox	64	12,868	4,940	357,380
Kickers	42	2,309	1,324	149,719
Bobux	35	408	161	14,212

Brand or retailer	Type	School shoe prices	Delivery	Returns	Fitting
Start-Rite	Brand	£22 to £75	£3.99 standard, no standing free threshold	90 days, free	Via stockists. Widths: E, F, G, H
Clarks	Brand	£10 to £53	£4.95 standard, free over £75	28 days, paid	In-store fitting. Widths: E, F, G, H
Geox	Brand	£42 to £60	£6.90 standard, free over £99	30 days, free	No store fitting. Widths: Standard only
Kickers	Brand	£58 to £95	£4.95 standard, free over £60	30 days, free	No store fitting. Widths: Standard only

Level three.

Dashboards & Apps

AUDITS

PRICING

ANALYSIS

CREATIVE

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Level 3 - Dashboards & apps *already built*

Level 3. Real solutions solving real problems, not a wish list.

Audits

Tech, SEO & GEO audits
Packaged and repeatable + Armadello

CRO & PPC audits
Built once, run for any client , Armadello

Tracking & consent audit
Holly

E-E-A-T scoring tool
James · The score – based on Google's published guidance

Content & search analysis

Content inventory
Armadello

Tone of voice & AI checker
Zak

Content upload checker
James & Zak

Content length & placement
Bradley & James

Price checking & shopping

FeedScope
Holly · feed health, titles, attributes and images

Competitor price-scraping
Armadello

Product page creator
James

Ads & creative

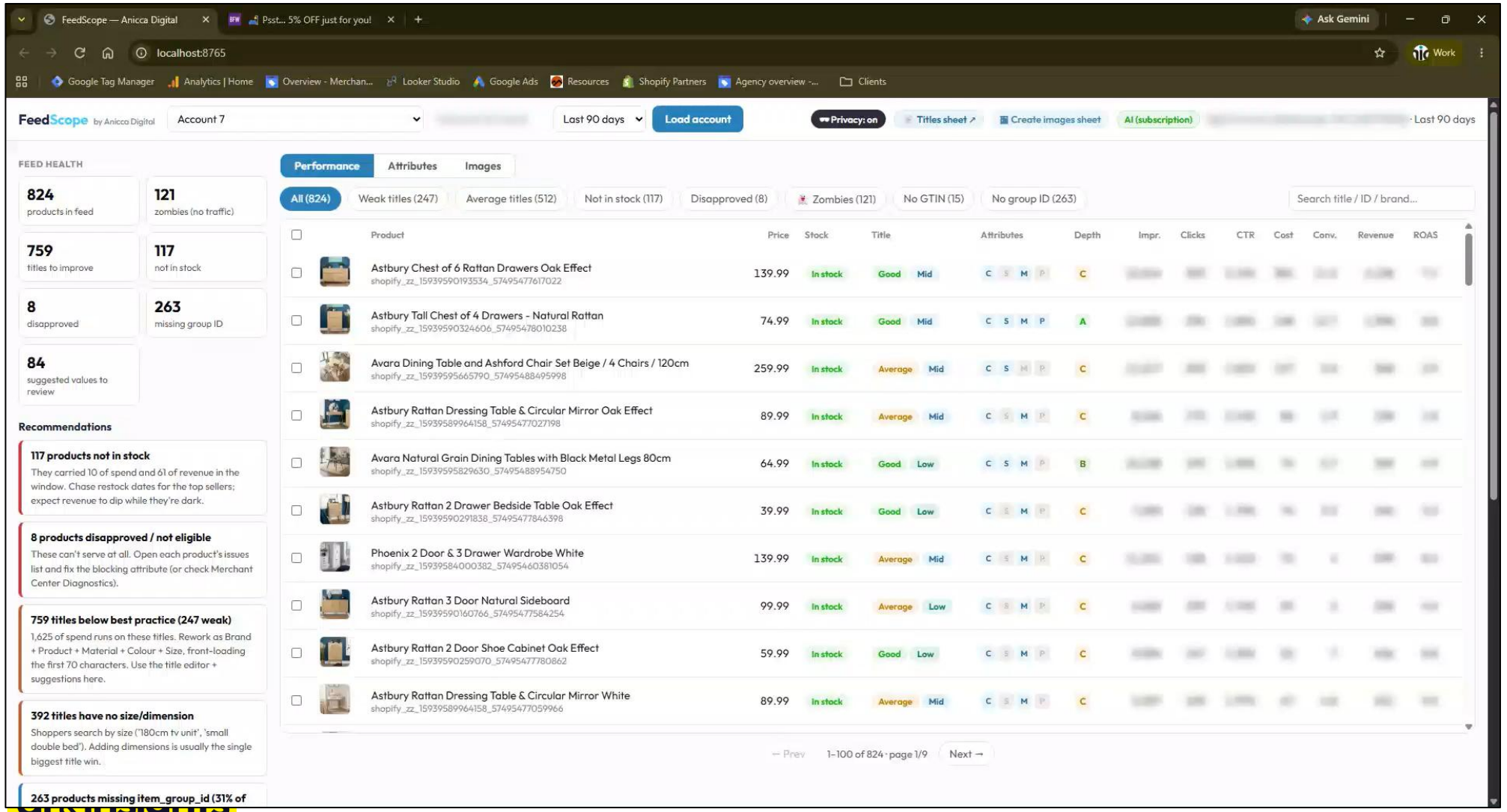
Feed-creative generation
Holly

Product title cleanup
Emil, for a tourism client

Creative templating
Emil

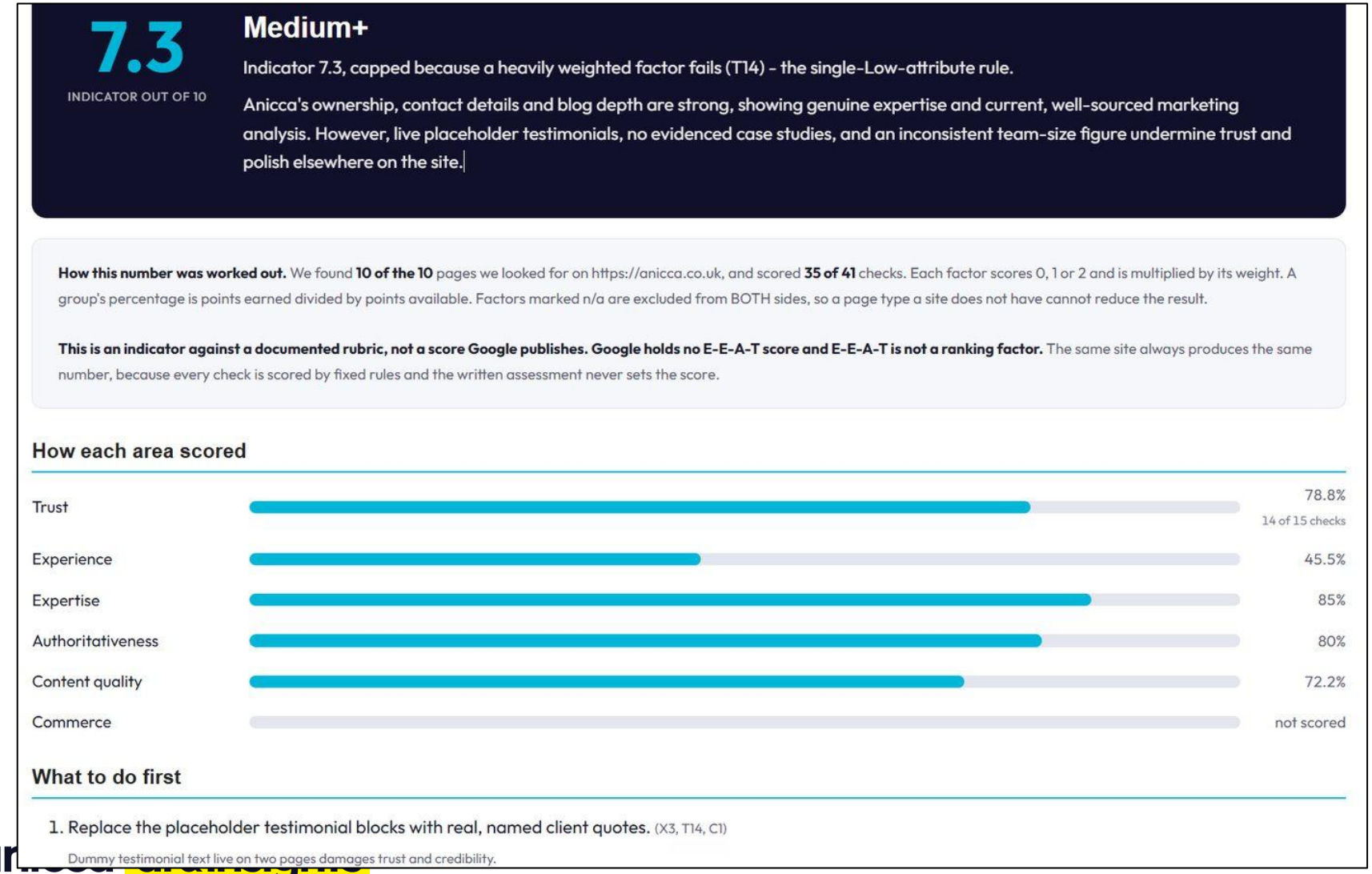
Each one started as a job that came back too often to keep doing by hand.

FeedScope – Product Feed Optimisation



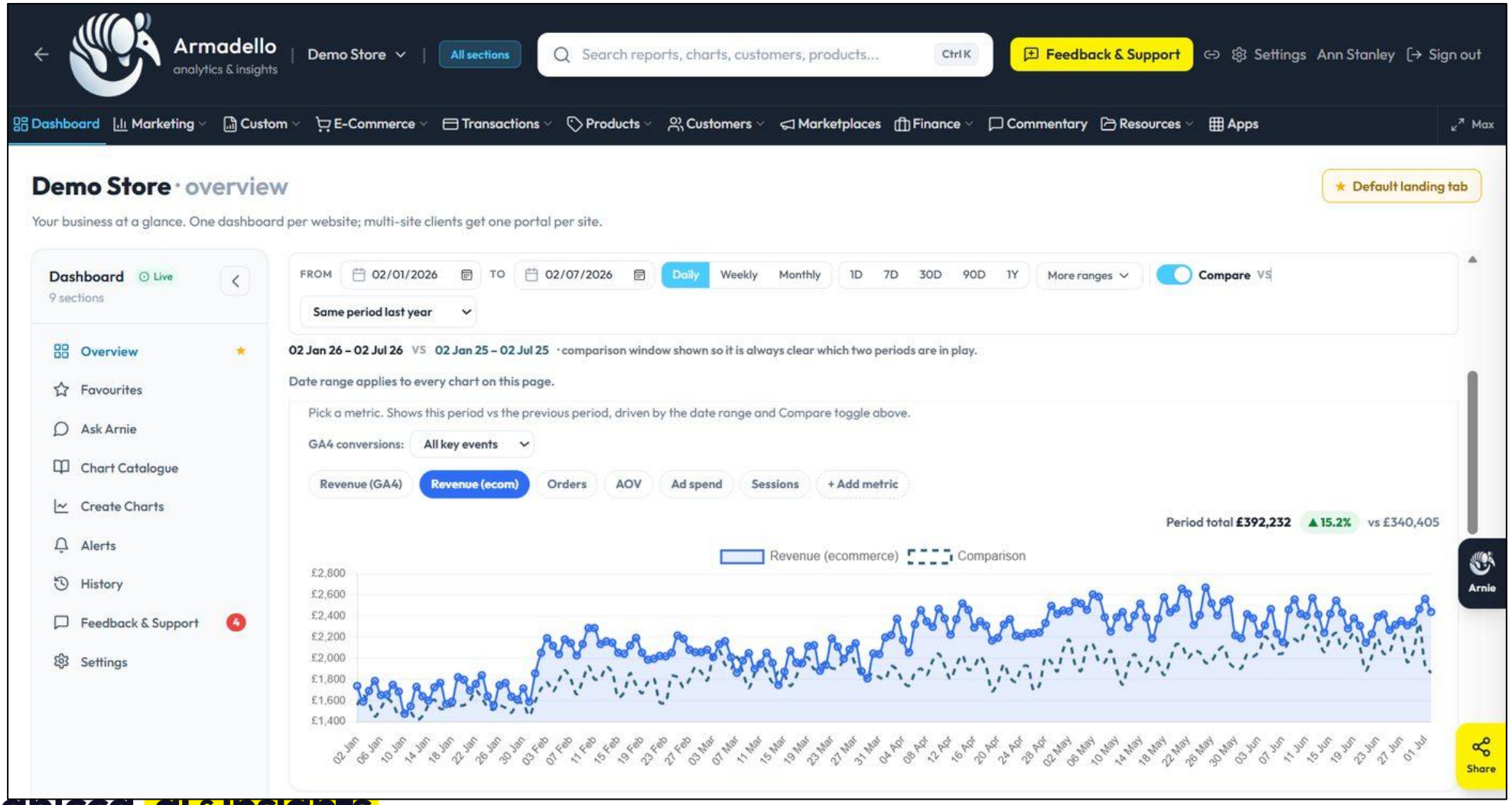
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Simple (Free) E-E-A-T Scoring Tool



https://anicca-eeat-checker.netlify.app/

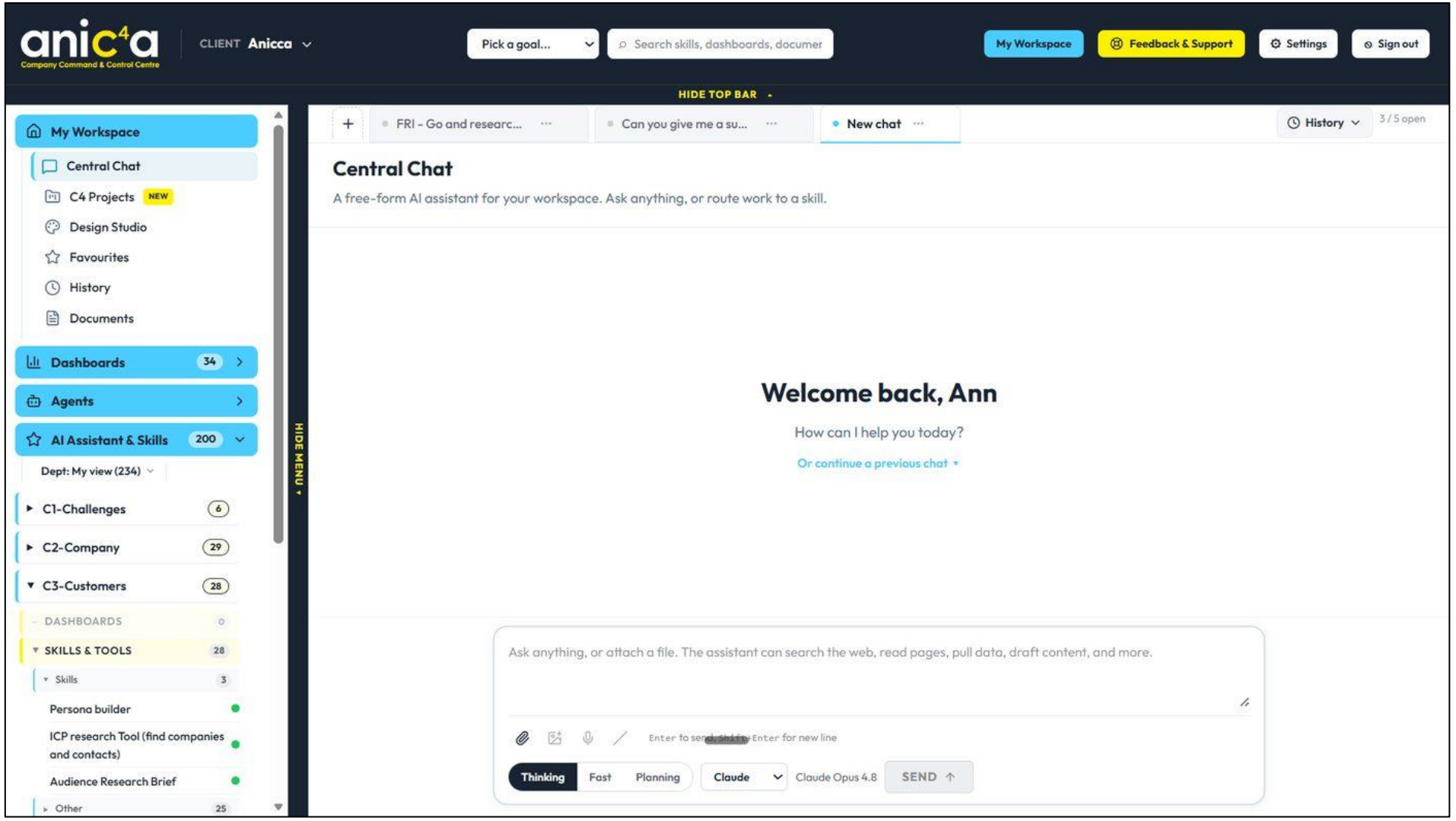
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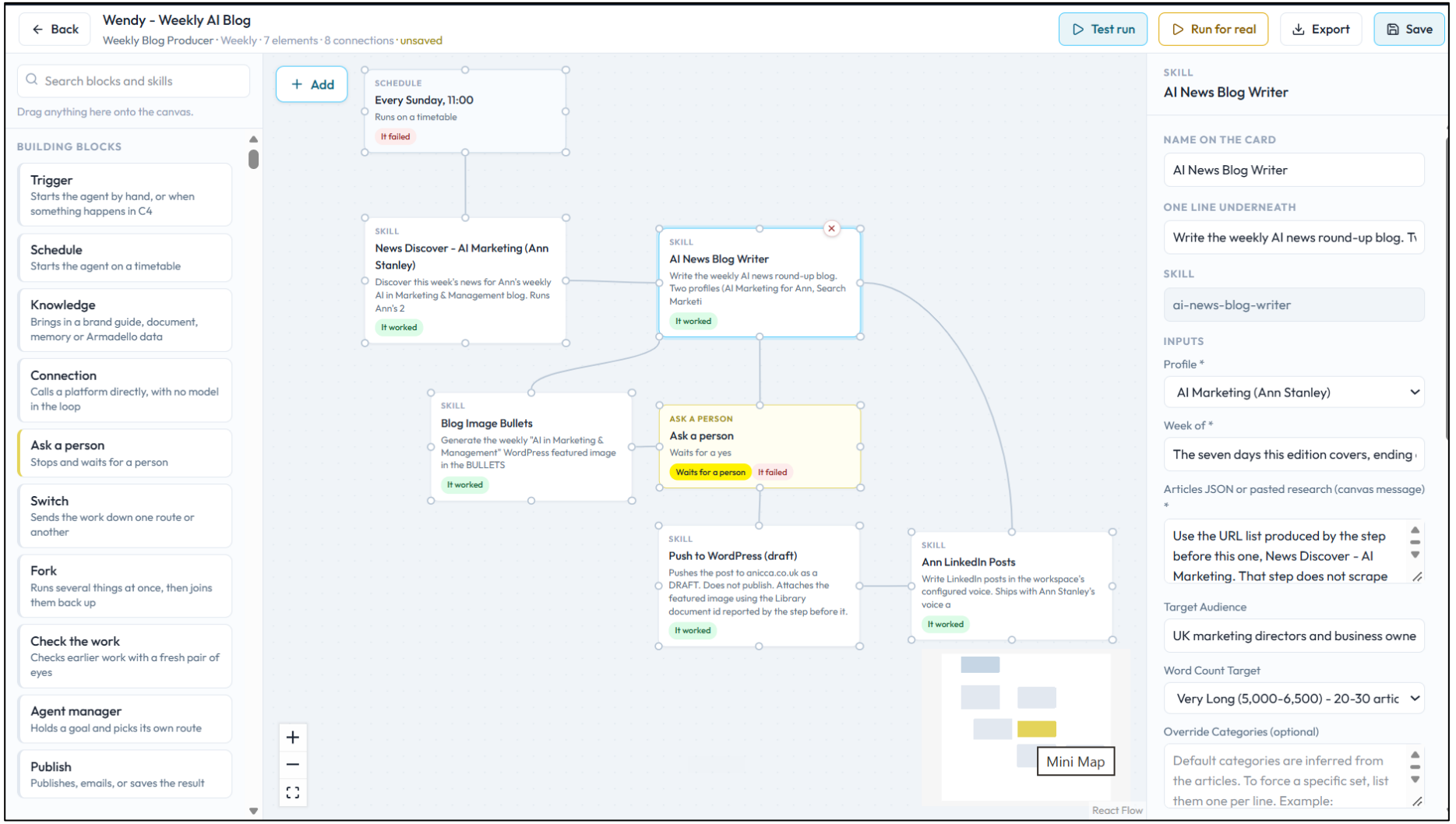
C⁴–Company Command & Control



Live prototype available on request

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C⁴–AI Agent Building Canvas (AI-ABC)



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Creating a company-wide *AI Operating System*



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Resources & Downloads



FREE DOWNLOAD

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