TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude for Marketing Teams — a Tygart Media field sheet

Brief-to-draft pipelines, competitive positioning, Team ($20/$25) governance, and content ops.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-marketing-teams/ · Official Anthropic: claude.com/solutions/small-business

DIRECT ANSWER · VERIFIED 2026-11-13

Marketing teams accelerate output using shared brand-voice Projects across 5 repeatable workflows: brief-to-draft copy, competitive positioning, 5-hook A/B tests, cross-channel repurposing, and campaign briefs. Deploy on **Team Standard ($20/seat/mo annual or $25 monthly; 2–150 seats)** and mix **Team Premium ($100/$125, 5× Standard)** for heavy writers.

1. Five Workflows That Actually Compress Marketing Cycle Time

- **Brief-to-Draft Pipeline:** 400–600 word brief + brand-voice Project yields a usable 70%-complete structural draft fast.
- **Competitive Positioning Matrix:** Compare competitor landing pages and category articles in a 1M-context pass to spot whitespace.
- **5-Angle Copy Variants:** Request 5 distinct hook/CTA registers from control copy so human strategists pick the strongest 2–3 to test.
- **Long-Form Repurposing & Launch Briefs:** Atomize anchor guides into LinkedIn posts, emails, and executive campaign briefs.

2. Brand Project Architecture & Quality Rules

- **Split Projects by Channel:** Separate Projects for blog, lifecycle email, paid copy, and social hold cleaner examples.
- **20% Human Edge:** Claude owns structure and speed; strategists own positioning, live analytics data, and final voice.

Verified Claude Plan & Pricing Snapshot (Verified 2026-11-13)

Team Need	Plan Tier	Verified Rate (2026-11-13)	Operational Edge
Core Marketing Team (2–150)	Team Standard	**$20/seat/mo annual / $25 monthly**	Shared Projects (blog, email, paid, social), SSO, org skills, up to $500 pooled API credits, no training default
High-Volume Copy Leads	Team Premium	**$100/seat/mo annual / $125 monthly**	**5× Standard usage** (Fable up to 50% weekly limits); mix with Standard seats in one workspace
Global Org / Legal Review	Enterprise	$20/seat/mo annual + API (20+ min)	SCIM, compliance API, custom retention, RBAC, IP allowlisting
Solo Contractor / Creator	Pro / Max / Ultra	Pro $20 ($17 ann) · Max $100 · Ultra $200	Individual Projects; Opus 5.5, Sonnet 5.5 & Fable 5.2 (1M context)

Verified 2026-11-13 (corrects older $25–$30 estimates). Cross-link: claude-content-creators & claude-ai-pricing.

Next Steps & Implementation Checklist

- ■ Launch Team Standard ($20/seat annual) with dedicated Projects per channel loaded with top-performing examples.
- ■ Enforce 400–600 word structured briefs before any first-draft prompt.
- ■ Compare solo creator setup (tygartmedia.com/claude-content-creators/) and SEO ops (tygartmedia.com/claude-for-content-creation-writing-seo-marketing-2026/).

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-marketing-teams/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/small-business