AdMind ACADEMY



Free guide

How I run my clients' marketing with Claude

The exact workflow I use every day, plus 10 copy-paste prompts.

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Mohamed Youssef
16 years running ad campaigns across the Gulf and the Middle East

Hi, I’m Mohamed.



I’ve been running ad campaigns for 16 years across the Gulf and the Middle East. Over the past while I’ve changed how I work completely: reports, ads, content and client follow-ups now all run through Claude. This guide shows you the same setup, without the jargon.

- 16 years in ads
- Gulf & Middle East
- CRO specialist
- Microsoft
- University of Oxford

> **“The tool isn’t the difference. The difference is giving it your business context once, then running it like a team.**
>
> *Mohamed Youssef*

Most people use AI like a search engine.

One question, one answer, done. The result is generic copy that doesn't sound like their brand, and tasks they redo from scratch every day.

Like a search engine

- ✕ You re-explain your business every chat
- ✕ Generic copy with no brand voice
- ✕ You copy and paste numbers by hand
- ✕ Every task starts from zero

VS

Like a team

- ✓ Your brand context lives in a Project
- ✓ Copy comes out in your voice first time
- ✓ It pulls the numbers from your accounts
- ✓ Repeat tasks are explained once





Four tools run all of my marketing.

01

Projects

One project per client or brand, holding its identity, audience and offers. Everything Claude writes comes out in the brand's voice the first time.

02

Claude in Chrome

Reads ad manager dashboards and competitor sites with you and summarises what it sees, so you stop copying and pasting.

03

Connectors

Links Claude to your accounts (Meta, Google Ads, Google Sheets) so it pulls the numbers itself.

04

Skills

Explain a task once, like the daily report, and Claude repeats it the same way every time.

10 prompts, ready to copy.

Copy a prompt, replace the brackets with your details, and try it today.

01

Ads in local dialect

Write 5 versions of an ad for **[product]** in **[Saudi/Emirati]** dialect, each from a different angle: price, quality, speed, trust, experience. Keep the headline under 40 characters.

02

Campaign review

Here are my campaign numbers for the last 7 days **[paste]**. Tell me which ad to pause, which to scale, and why, in plain language.

03

Competitor analysis

Here are ads from 3 competitors **[paste]**. What offer are they pushing, and what angle is nobody using?

04

Content calendar

A one-month content plan for **[business]** on Instagram and TikTok: 3 posts a week, with an idea, caption and format for each.

05

Short video script

Write a 20-second script for **[product]**: an opening line that stops the scroll in the first 3 seconds, then the problem, the solution and the call to action.

06

Landing page check (CRO)

Here's my page **[link]**. List 5 reasons a visitor might leave without buying, ranked by impact, with a fix for each.

07

Audience segments

Describe 3 audience segments for **[product]** in **[country]**: what they want, what they fear, and the line that convinces them.

08

Customer replies

Write short, friendly replies to the 5 questions my customers ask most on WhatsApp **[paste]**.

09

Client report

Turn these numbers into a weekly report in 3 points: what worked, what didn't, and what we do next week.

10

Brand file for your Project

Ask me 10 questions about my brand, then turn my answers into a brand file I can add to a Claude project.

Tip: prompt 10 matters most. Once your brand file is in a Project, every other prompt gives you results in your brand voice the first time.

One real number beats a page of explanation.

A real example from how I work: one client's daily ad performance report, country by country.

Before

45 min

- ✕ Open the ad manager and analytics for each country
- ✕ Copy spend and leads into the sheet by hand
- ✕ Work out cost per lead for each country
- ✕ Write my notes and send the report

After

5 min

- ✓ One Skill pulls the numbers from the accounts itself
- ✓ Fills the sheet per country and calculates the cost
- ✓ Flags any number that looks off
- ✓ I review it in 5 minutes and send

About 40 minutes saved a day, over 3 hours a week, for just one client.

Start in 30 minutes.

Five steps, in order. All you need is a Claude account.

1. Open a Claude account ☐
2. Create a Project for your brand and add your brand file (prompt 10) ☐
3. Try prompt 1 on a real product ☐
4. Compare the result with the last ad you wrote yourself ☐
5. Save the prompts that worked in one place ☐

30 30 minutes is enough to really start. We build the rest together in the workshop.

These prompts are a start. In the workshop we build the whole system.

Live on Zoom: a digital team that works for you in course 1, and campaigns and content at the level of the big companies in course 2.

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