PAPERLESS AGENT

NEW · THE MARKETING CLUB CONNECTOR

SCHEDULE YOUR MARKETING DROP

We built a new connector that pulls each month's Marketing Drop straight into Claude or ChatGPT, with every caption, graphic, and reel. Connect it once, and a whole month of Facebook and Instagram posts takes one prompt to schedule.

ONCE

THREE SETUP STEPS

Make a free Buffer account, then connect Buffer and the Marketing Club connector to Claude or ChatGPT.

EVERY MONTH AFTER THAT

ONE PROMPT

Your assistant pulls in the new Marketing Drop, shows you the plan, and schedules every post in Buffer with its graphic or reel attached once you say go.

HOW EACH POST GETS OUT

Marketing Club connector › Claude or ChatGPT › Buffer › Facebook + Instagram

INSIDE

2 What a month looks like
3 How the connector works
4 One-time setup, in three steps
9 Every month: schedule the drop
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ONCE YOU'RE SET UP

A WHOLE MONTH, SCHEDULED FROM ONE CHAT

Here's November's Marketing Drop: eight posts, each going to your Facebook Page and Instagram, with every graphic and reel attached. This is the whole job, every month.

YOU

Get the November Marketing Drop from the Marketing Club connector and schedule its Facebook and Instagram posts in my Buffer account. Put each post on its suggested day at 10:00 AM. Show me the plan first.

CLAUDE OR CHATGPT

Here's the plan. Each post goes to your Facebook Page and Instagram at 10:00 AM.

Date	Post	Media
Tue, Nov 3	Which Energy Upgrades Are Actually Worth It?	Graphic
Thu, Nov 5	Pay for the Difference	Graphic
Tue, Nov 10	Start With the Smaller Fixes	Reel
Thu, Nov 12	Replace It Now, or Plan for It?	Graphic
Tue, Nov 17	Selling Soon? Sort Your Projects Into Two Piles	Reel
Thu, Nov 19	Heat's On? Test the Alarms	Graphic
Tue, Nov 24	Leaving for the Holidays?	Reel
Thu, Nov 26	What Do You Love About Where You Live?	Graphic

YOU

Looks good. Go ahead.

CLAUDE OR CHATGPT

Done. All 16 posts are scheduled in Buffer, 8 on Facebook and 8 on Instagram.

An example built from November's Marketing Drop. Your assistant's wording will differ, and the full prompt is on page 9.

BY HAND

Download the month's files. Then, 16 times over: copy the caption, upload the graphic or reel, pick the channel, and set the date.

WITH THE CONNECTOR

Send one prompt, check the plan, and say go. Then open Buffer and see the month laid out on your calendar.

HOW IT WORKS

WE BUILT A CONNECTOR FOR THE MARKETING CLUB

A connector lets Claude or ChatGPT use another tool for you. Buffer already has one, so your assistant can schedule posts in your Buffer account. The Marketing Drop was the missing piece: its graphics and reels came as a download, and Buffer can only attach a graphic it can fetch from a web link when the post publishes.

So we built the Marketing Club connector. Once it's connected, your assistant pulls the month's Marketing Drop straight into the chat, with each post's captions, its graphic or reel, and the day we suggest posting it. Every file is already hosted at a link Buffer can use, so you never upload or paste one. It hosts your own photos the same way.

1

MARKETING CLUB NEW

Pulls the month's drop into the chat: captions for Facebook and Instagram, the graphic or reel for each post, and its suggested day. Hosts your own photos too.

Your part: connect it once with your Dashboard login.

›

2

CLAUDE OR CHATGPT

Reads the drop, fills in your blog post link, and lays out every post, date, and channel in a table. Nothing is scheduled until you approve it.

Your part: send the prompt and say go.

›

3

BUFFER

Buffer's own connector creates each post with its caption and media attached, scheduled for the time you approved.

Your part: edit or delete anything before it publishes, if you want to.

›

4

FACEBOOK + INSTAGRAM

Buffer publishes each post on its day: graphics as posts, and reels as Reels on both platforms.

Your part: put this month's blog post link in your Instagram bio.

Why two connectors. Buffer does the scheduling and publishing, and it needs every graphic at a web link. Claude and ChatGPT can't make that link. The Marketing Club connector keeps each drop's graphics and reels, and your own photos, at links Buffer can use.

BEFORE YOU START

WHAT YOU NEED

- [ ] **Your Facebook Page**
  Buffer posts to Pages; it can't post to a personal Facebook profile.
- [ ] **An Instagram Professional account**
  Business or Creator, so Buffer can publish automatically.
- [ ] **Your Dashboard email**
  The email you log in to the Marketing Club Dashboard with.
- [ ] **Claude or ChatGPT on a computer**
  See the two notes below. You only need one of them.

CLAUDE

The desktop app is the one we support, and claude.ai in a browser works too. The free plan works as long as the Marketing Club connector is your only custom connector. Buffer comes from Claude's directory, so it doesn't count.

CHATGPT

An account with access to custom MCP connections, on the web or the desktop app. Access depends on your account and workspace settings, so check Setup 2 before choosing ChatGPT.

One-time setup, in three steps

1 YOUR BUFFER ACCOUNT

A free account with your Facebook Page and Instagram connected. Below.

2 CONNECT BUFFER

So your assistant can schedule posts in Buffer. Page 5.

3 CONNECT MARKETING CLUB

So your assistant can pull in the Marketing Drop. Page 7.

SETUP 1 OF 3

SET UP YOUR BUFFER ACCOUNT

1. Sign up for a free Buffer account at buffer.com. The free plan covers three channels and up to 10 scheduled posts per channel, which is room for a month of Marketing Drop posts on Facebook and Instagram.
2. Connect your Facebook Page.
3. Connect your Instagram account. Choose the option to connect through your Facebook Page if your Instagram is linked to it. A personal Instagram account only gets a reminder on your phone when it's time to post, and you finish the post yourself, so switch to a Professional account first.
4. Optional: connect LinkedIn or Pinterest. On the free plan, Facebook and Instagram use two of your three channels, so there's room for one more.
5. Open each channel's posting schedule and confirm the time zone is yours, so posts go out at the times you expect.

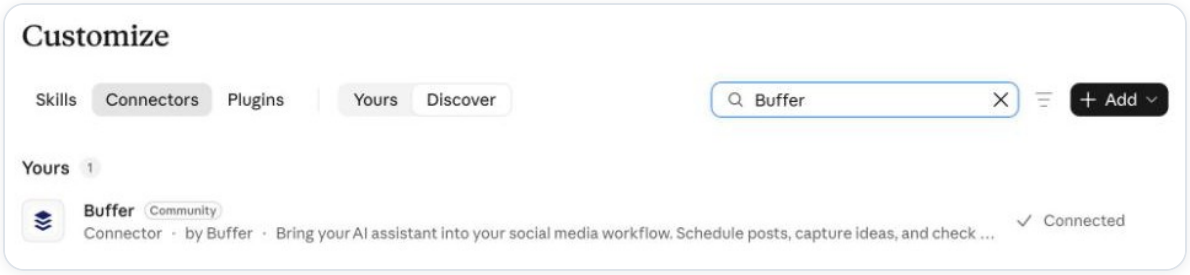
SETUP 2 OF 3

CONNECT BUFFER TO YOUR ASSISTANT

Buffer's connector lets your assistant create and schedule posts in your Buffer account. Follow the steps for the assistant you'll use each month: Claude on this page, ChatGPT on the next.

IN CLAUDE desktop app or claude.ai

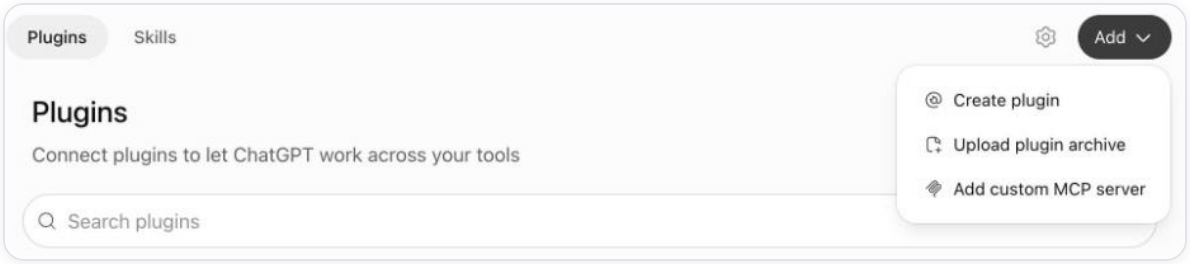
1. Open the Claude desktop app, or claude.ai in your browser.
2. Go to **Customize**, then **Connectors**, and select **Discover**.
3. Search for **Buffer** and open its listing.
4. Select **Connect to Claude**, sign in to Buffer, and approve access. Buffer now shows as **Connected** under your connectors:



5. Test it. Start a new chat and type: *List my Buffer channels.* Claude should list the Facebook Page and Instagram account from Setup 1.

IN CHATGPT set this up in a web browser

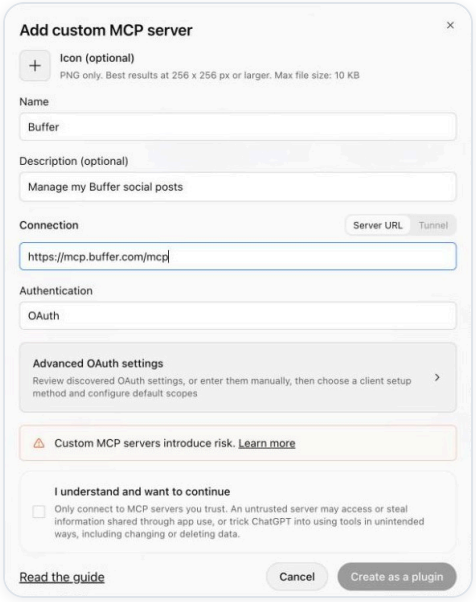
1. Open chatgpt.com and sign in.
2. Open **Plugins** in the left sidebar, select **Add** at the top right, and choose **Add custom MCP server**.



Not in the menu? Your account may need Developer mode: search Settings for "developer." On a work or school account, ask your workspace admin.

3. Fill it in like this. Leave Authentication set to **OAuth**.

Name	Buffer
Description	Manage my Buffer social posts
Server URL	`https://mcp.buffer.com/mcp`
Authentication	OAuth



4. Tick **I understand and want to continue**, then select **Create as a plugin**. Sign in to Buffer and approve access.
5. Test it. Start a new chat, type **@**, select Buffer, and send: *List my Buffer channels*.

Help: Buffer's ChatGPT guide | OpenAI's custom connection guide

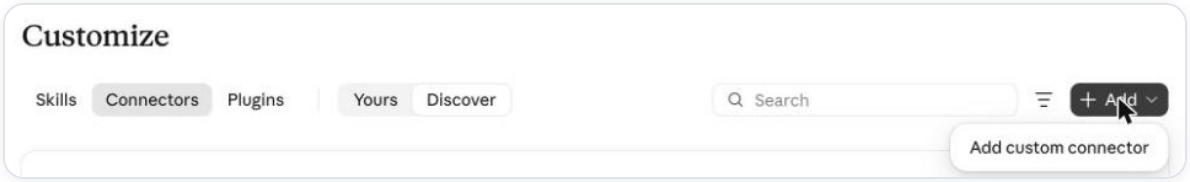
SETUP 3 OF 3

CONNECT THE MARKETING CLUB CONNECTOR

This is the connector we built. You sign in on the Marketing Club Dashboard itself, so your password never goes into the chat, and the connector checks that your membership is active. Claude is on this page, ChatGPT on the next.

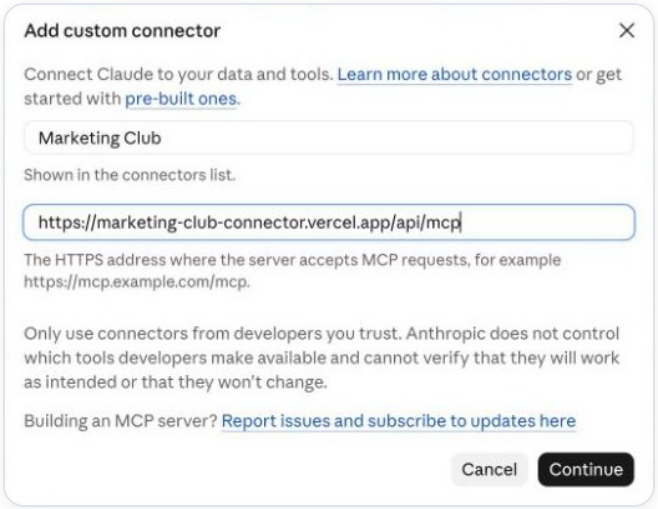
IN CLAUDE

1. Go to **Customize**, then **Connectors**. Select **Add** at the top right and choose **Add custom connector**.



2. Name it *Marketing Club*, paste this URL, and select **Continue**:

```
https://marketing-club-connector.vercel.app/api/mcp
```



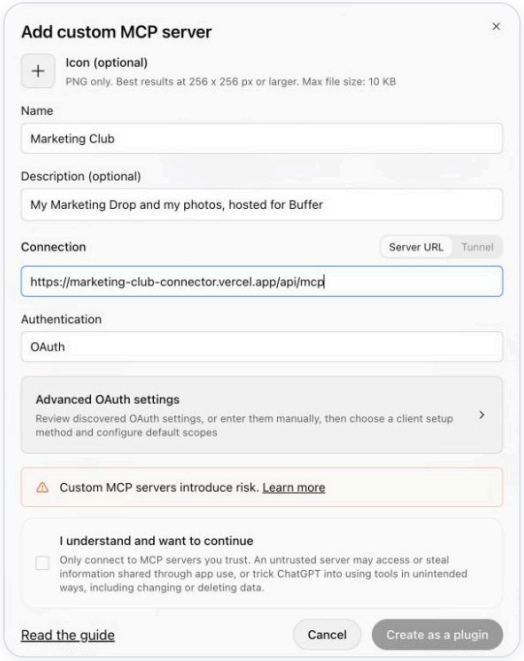
3. You land on the Marketing Club Dashboard. Log in if it asks, then choose **Allow**, and you're sent back to Claude, connected.

4. Test it. Start a new chat and type: *Who am I signed in as on the Marketing Club connector?* Claude should answer with your Dashboard email.

IN CHATGPT

1. Open **Plugins**, select **Add**, and choose **Add custom MCP server**, as in Setup 2.
2. Fill it in like this. Leave Authentication set to **OAuth**.

Name	Marketing Club
Description	My Marketing Drop and my photos, hosted for Buffer
Server URL	`https://marketing-club-connector.vercel.app/api/mcp`
Authentication	OAuth



3. Tick **I understand and want to continue**, then select **Create as a plugin**. When it asks you to sign in, you land on the Marketing Club Dashboard. Log in if it asks, then choose **Allow**.
4. Test it. Start a new chat, type **@**, select Marketing Club, and send: *Who am I signed in as on the Marketing Club connector?*

Last check: both together. In a new chat (in ChatGPT, **@** both first), send: *List my Buffer channels, and tell me who I'm signed in as on the Marketing Club connector.* If you get your channels and your Dashboard email, setup is done for good.

In Claude, the first time it uses each connector in a chat, it asks for permission. Choose **Allow once** until you're comfortable with how it works.

EVERY MONTH

SCHEDULE THE MONTH'S POSTS

Do this each month, once the new Marketing Drop is out. Each drop comes out before its month starts, so name the month you want in the prompt.

1. Start a new chat in Claude or ChatGPT. In ChatGPT, select Buffer and Marketing Club with an **@** mention first.
2. Copy the prompt below, fill in the brackets, and send it.
3. Your assistant replies with a table of every post, date, and channel. Ask for any changes in plain language, like "Move post 4 to December 10." When the plan looks right, tell it to go ahead, and approve any Buffer requests it shows you.
4. Open Buffer and check your calendar. Every post is there with its caption and its graphic or reel, ready to publish on schedule.

The prompt

```
Get the [December] Marketing Drop from the Marketing Club connector and schedule its
Facebook and Instagram posts in my Buffer account.

Market: I'm in [the US or Canada].

Channels: my Facebook Page and my Instagram account.

Schedule: put each post on its suggested day at [10:00 AM] in my Buffer time zone.

My blog post link: [URL]

Before you schedule anything, show me the full plan as a table with the date, time,
channel, and post title, and wait for my approval.
```

If a caption needs anything else from you, your assistant asks once and fills it in everywhere it appears.

EVERY MONTH · OPTIONS

WAYS TO CHANGE THE PROMPT

REVIEW IN BUFFER FIRST

Add this line: *Save the posts as drafts in Buffer instead of scheduling them.* Then publish them from Buffer when you're ready.

ADD LINKEDIN OR PINTEREST

Each drop also has a LinkedIn post and a Pinterest pin. Add this line: *Also schedule the LinkedIn post on [date]*, or *Also schedule the Pinterest pin to my [board name] board on [date].* On Buffer's free plan, there's room for one of the two.

USE BUFFER'S POSTING TIMES

Replace the Schedule line with: *Add them to my Buffer queue, one per open slot.* Buffer then uses the posting schedule you set for each channel.

Scheduling the month's reels

Some posts in each drop are reels; November has three. Your assistant posts each one as a Reel on Instagram, shared to your feed, and on Facebook, with the video attached, so your prompt doesn't change. If a reel's video can't be attached, your assistant tells you and leaves that post out.

CUSTOM IMAGES

BRANDED THE GRAPHICS IN CANVA?

Your versions can go out in place of the originals. It's the same monthly prompt with one extra line, plus your graphics added in the chat. The custom images track walks through it, along with posting your own listing photos.

TURN TO PAGE 11

CUSTOM IMAGES

USE YOUR OWN GRAPHICS AND PHOTOS

The Marketing Club connector hosts your images the same way it hosts the drop's, so Buffer can pick them up when each post publishes. There are two tracks: swapping your branded versions in for the drop's graphics (Track A), and posting your own photos, like a new listing (Track B). Both start by getting your images into the chat.

Adding images in the chat

IN CLAUDE

An upload box appears in the chat. Pick your images in it, and they go straight to the Marketing Club connector.

Don't attach images to your message in Claude; the connector can't see chat attachments there.

IN CHATGPT

Attach the images to your message, on the web or in the desktop app.

The ChatGPT phone app doesn't pass attachments to connectors.

ALREADY ON YOUR WEBSITE

Paste the link to the image itself.

Share links from Google Drive, Dropbox, or Canva can't be copied, so use the upload box or an attachment for those.

TRACK A YOUR BRANDED VERSIONS OF THE DROP'S GRAPHICS

1. Brand the graphics in Canva and download them as JPEG or PNG. Note which post each one replaces.
2. Start the month the usual way (page 9), and add this line to the prompt:

   ```
   I've branded the graphics for posts [1, 2, and 4]. Use my versions instead of the originals, and show which graphic each post uses in the plan.
   ```

3. Add your graphics. In ChatGPT, attach them to that same message. In Claude, send the prompt, and pick them in the upload box when it appears.
4. Check the plan. Each post shows whether it uses your graphic or the original. When it's right, say go.

Reels stay as they are. The connector hosts your photos and graphics, not your own videos, so a reel always goes out with the drop's video.

TRACK B YOUR OWN PHOTOS: LISTINGS, JUST-SOLDS, HEADSHOTS

1. Ask in plain language, like *Post my new listing photos to Instagram and Facebook on Friday at 9 AM.*
2. Add the photos as shown on page 11: the upload box in Claude, an attachment in ChatGPT, or a link to a photo on your website.
3. Tell your assistant what the caption should say, or ask it to write one, then approve the post. It goes to Buffer like everything else.

What happens to your images

Each image comes back ready to post: a JPEG up to 2,000 pixels on its long side, with the location data your phone stores in it removed. JPEG, PNG, WebP, and iPhone HEIC files up to 25 MB each all work. If an image is too wide or too tall for Instagram, your assistant tells you which one and why, and it can still go to Facebook.

How long images stay up. Your own images stay hosted for 90 days after you add them, and Marketing Drop graphics for 12 months. Buffer picks up the image when the post publishes, so schedule within that window; your assistant checks the date for you. To take an image down sooner, ask, for example: *Delete my photo of the kitchen.* Its link stops working within a minute, and any Buffer post still scheduled with it loses its image.

GOOD TO KNOW

TIPS AND FIXES

Instagram's "Link in bio."
The Instagram captions point people to the link in your bio, so put this month's blog post link in your Instagram bio.

The LinkedIn article.
It goes up on LinkedIn directly, following the publishing instructions in the LinkedIn doc.

If something's off

Your assistant can't reach Buffer or Marketing Club.
In Claude, click the **+** button, choose **Connectors**, and make sure both are turned on. In ChatGPT, start a new chat, type **@**, and select both. If it still can't connect, reopen the connection and sign in again.

You're asked to sign in to Marketing Club again.
That's expected after about a month without using it. Sign in the same way as in Setup 3.

Sign-in says it can't find your membership.
The Dashboard you're logged in to may be a different account. Log out of the Dashboard, then connect again with the email on your membership.

An Instagram post shows up as a notification instead of publishing.
Your Instagram is set to a personal account. Switch it to a Professional account in Instagram's settings.

Questions? Post in Tech Support, or email us at support@thepaperlessagent.com.