

M A V E R I C K A I

5 CLAUDE CONNECTORS

THAT MAKE IT 10X MORE POWERFUL

Design in Canva, run Meta Ads, book hotels, generate AI media, and manage your inbox from one chat

Canva: design carousels, decks, and brand kits from chat

Meta Ads: pull data, find trends, launch campaigns

Booking.com: search, compare, and book hotels in real time

Higgs Field: generate images, videos, and UGC ads

Gmail: read, write, and send emails on your behalf

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How Claude Connectors Work

Connectors are bridges that let Claude talk to external apps and services. Without them, Claude is limited to what you type and upload. With them, Claude can pull real data from your accounts, take actions inside other platforms, and automate entire workflows without you leaving the chat.

How to Install Any Connector

- Open **Claude** (desktop app or claude.ai)
- Go to **Settings** (click your profile icon)
- Click **Connectors**
- Browse available connectors or click **+** to add a custom one
- Click **Connect** and authorize your account when prompted

That is it. Once a connector is active, Claude can use it in any conversation. You do not need to activate it each time. Just ask Claude to do something and it will use the right connector automatically.

TIP

You can install all five connectors in about 10 minutes. Each one is a one-time setup. After that, Claude has permanent access to those services until you disconnect them.

#1 Canva

DESIGN DIRECTLY FROM CHAT

The Canva connector turns Claude into a graphic designer. Tell Claude what you want to create, give it your favorite templates, and it generates Instagram carousels, presentations, social media graphics, and full brand kits directly inside your Canva account. You describe the design in natural language and Claude builds it.

What You Can Do

- **Instagram carousels** - Describe the topic and number of slides, Claude creates the full carousel in Canva
- **Presentations** - Give Claude an outline and it builds a slide deck with your brand colors and fonts
- **Social media graphics** - Posts, stories, banners, thumbnails for any platform
- **Brand kits** - Tell Claude your brand guidelines and it applies them consistently across every design
- **Marketing materials** - Flyers, one-pagers, infographics, ads

Example Prompts

PROMPT

Create a 10-slide Instagram carousel about 5 ways to use AI in marketing. Use my brand template. Bold headlines, minimal text per slide, and a CTA on the last slide.

PROMPT

Build a 15-slide pitch deck for my startup [name]. Include: problem, solution, market size, business model, traction, team, and ask slides. Use a dark professional theme.

PROMPT

Design 5 social media posts for this week's content. Topics: [list topics]. Use my brand colors and fonts. Size: 1080x1080 for Instagram feed.

TIP

Connect your Canva account with your brand kit already set up. Claude will automatically pull your colors, fonts, and logos into every design it creates.

#2 Meta Ads

RUN ADS FROM THE CHAT

MCP SETUP (2 MINUTES)

MCP URL:

mcp.facebook.com/ads

How to connect:

1. Go to Claude > Settings > Connectors
2. Click + > Add Custom Connector
3. Name it: Meta Ads
4. Paste the URL above
5. Authorize with your Facebook Business account

The Meta Ads connector gives Claude direct access to your Facebook and Instagram ad account. It can pull performance data, analyze trends you would never spot yourself scrolling through Ads Manager, and even create and launch campaigns straight from the conversation.

What You Can Do

- **Pull campaign data** - Ask for performance metrics across all active campaigns instantly
- **Find hidden trends** - Claude analyzes your ad data and surfaces patterns in what is working and what is not
- **Create campaigns** - Describe your target audience, budget, and creative, and Claude builds the campaign
- **Optimize spend** - Ask Claude which ads to kill and which to scale based on real performance data
- **Generate reports** - Get a full ad performance summary formatted for clients or your team

Example Prompts

PROMPT

Show me all my active Meta Ads campaigns. Which ones have the best cost per result? Which should I pause?

PROMPT

Analyze my ad performance over the last 30 days. What trends do you see? Which audiences are converting best? Give me 3 specific recommendations to improve ROAS.

PROMPT

Create a new conversion campaign targeting women aged 25-40 in the US interested in fitness. Daily budget: \$20.
Use my best-performing ad creative as the baseline.

#3 Booking.com

BOOK TRAVEL FROM CHAT

The Booking.com connector lets Claude search hotels in real time, compare prices, read reviews, and book your entire stay without you opening a browser. Tell Claude where you want to go, your dates, your budget, and your preferences, and it handles the rest.

What You Can Do

- **Search hotels** - Real-time availability and pricing for any destination and dates
- **Compare options** - Claude ranks hotels by price, rating, location, and amenities side by side
- **Read reviews** - Claude summarizes guest reviews so you do not have to scroll through hundreds
- **Book stays** - Complete the booking directly through the conversation
- **Plan multi-city trips** - Ask Claude to find hotels for each leg of a multi-stop trip

Example Prompts

PROMPT

Find me hotels in Tokyo for July 10-17. Budget: under \$150/night. Must have free WiFi, good reviews (8+), and be within walking distance of a train station. Show me the top 5 options ranked by value.

PROMPT

I'm planning a 10-day Europe trip: Paris (3 nights), Barcelona (3 nights), Rome (4 nights). Find the best hotel for each city under \$120/night. Compare them and show me the total cost for the entire trip.

#4 Higgs Field

GENERATE AI IMAGES, VIDEO, AND UGC ADS

MCP SETUP (2 MINUTES)

MCP URL:

`https://mcp.higgsfield.ai`

How to connect:

1. Create an account at `higgsfield.ai` and add credits
2. Go to Claude > Settings > Connectors
3. Click + > Add Custom Connector
4. Name it: Higgs Field
5. Paste the URL above
6. Authorize with your Higgsfield account

The Higgs Field connector gives Claude access to 30+ AI image and video generation models without you leaving the chat. Instead of switching between Midjourney, Runway, and other tools, you describe what you want and Claude generates it through Higgs Field. You can create product photos, social media visuals, video clips, and even UGC-style ads.

What You Can Do

- **Generate images** - Product shots, social media graphics, marketing visuals, concept art
- **Generate videos** - Short clips, product demos, social media video content
- **Create UGC ads** - AI-generated user-generated-content style advertisements
- **Access multiple models** - Use different AI models depending on the style you need
- **Iterate in conversation** - Ask Claude to adjust the style, lighting, angle, or composition and regenerate

Example Prompts

PROMPT

Generate a product photo of a minimalist water bottle on a marble countertop. Soft natural lighting, clean background, shot from a slight angle. Make it look like a high-end e-commerce product photo.

PROMPT

Create a 15-second video ad for my skincare brand. Show

the product being applied in a bright bathroom setting.
UGC style, natural and authentic, not overly produced.

PROMPT

Generate 5 different social media images for my fitness brand. Mix lifestyle shots, product close-ups, and motivational quote graphics. Keep a consistent color palette across all five.

TIP

Higgs Field gives you access to 30+ models including Flux, Kling, Minimax, Veo, and more. You pick the model or let Claude choose the best one for your request automatically.

#5 Gmail

MANAGE YOUR ENTIRE INBOX FROM CHAT

The Gmail connector lets Claude read, write, and send emails on your behalf. You can ask it to summarize your inbox, draft replies that match your voice, clear out subscriptions, find specific emails, and send messages, all from the conversation. This is the connector that saves the most time for most people.

What You Can Do

- **Summarize your inbox** - Get a quick briefing of unread emails sorted by priority
- **Draft replies** - Claude writes responses in your voice based on the email content
- **Send emails** - Compose and send new emails or replies directly from the chat
- **Search emails** - Find specific emails by sender, subject, date, or content
- **Clean up** - Identify and unsubscribe from newsletter clutter
- **Label and organize** - Sort emails into categories and apply labels

Example Prompts

PROMPT

Show me all unread emails from the last 24 hours. Rank them by urgency: respond now, respond today, or can wait. For each urgent one, draft a reply.

PROMPT

Find all emails from [client name] in the last 30 days. Summarize the conversation thread and tell me if there are any action items I have not addressed.

PROMPT

Draft a professional follow-up email to [name] about [topic]. Reference our last conversation and include a soft deadline of Friday. Keep it under 100 words.

PROMPT

Go through my inbox and find all subscription/newsletter emails from the last month. List them and tell me which ones I have never opened so I can unsubscribe.

TIP

Claude will always ask for your approval before sending an email. It drafts the message and shows it to you first. You confirm, edit, or reject before anything leaves your inbox.

All 5 Connectors at a Glance

Connector	What It Does	Best For
Canva	Creates designs in your Canva account	Social media, presentations, brand kits
Meta Ads	Pulls ad data, creates campaigns	Advertisers, marketers, agencies
Booking.com	Searches, compares, books hotels	Travel planning, trip research
Higgs Field	Generates images, video, UGC ads	Content creators, e-commerce, brands
Gmail	Reads, writes, sends emails	Everyone (biggest time saver)

INSTALL ORDER

Start with Gmail (biggest immediate impact). Then add Canva if you create visual content. Add Meta Ads if you run paid campaigns. Add Booking.com before your next trip. Add Higgs Field if you need AI-generated images or video. All five take about 10 minutes total to set up.

Start Connecting

Open Claude, go to Settings > Connectors, and install your first one. Gmail is the fastest win. Try it, then come back for the rest.

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Drop "CONNECT" in the comments for this full guide.