

M A V E R I C K A I

# THE COMPLETE GUIDE TO

## CLAUDE CONNECTORS

---

*Turn Claude from a chatbot into a full AI operating system. Connect your apps, automate your workflows, and let Claude do the work across every tool you use.*

How to set up native Claude connectors in under 2 minutes

11 built-in connectors: Canva, Zoom, Stripe, Notion, and more

What MCP connectors are and how to add them

MCP setup with paste-in URLs for Facebook Ads, Higgsfield, and more

Ready-to-use prompts for every connector

The best connector combinations for common workflows

---

2026 Edition

# Why Connectors Change Everything

11

Native connectors

100+

MCP integrations

2 min

Average setup time

Most people open Claude, type a question, and get a text response. That is about 10% of what Claude can actually do. The other 90% unlocks when you connect Claude to the tools you already use every day.

Connectors let Claude read your Notion docs, search your Zoom recordings, design in Canva, apply to jobs on Indeed, book hotels, manage your email, check your Stripe payments, and run your ads. Instead of copying and pasting between apps, you tell Claude what you want and it goes and does it.

There are two types of connectors, and this guide covers both. Native connectors are built directly into Claude. You click a few buttons, authorize the app, and you're done. MCP connectors require pasting in a URL and logging into your account, but they open the door to hundreds of additional integrations that go far beyond what's built in.

## TWO TYPES OF CONNECTORS

**Native connectors** are built into Claude. A few clicks and you're connected. **MCP (Model Context Protocol) connectors** are external integrations you add by pasting in a remote server URL. They take a couple extra minutes to set up but unlock tools like Facebook Ads, Higgsfield AI video, GitHub, and many more.

# Setting Up Native Connectors

Native connectors are the fastest way to supercharge Claude. They're built right into the platform, so setup takes about 30 seconds per connector. Here's exactly how to do it.

## STEP 1: Click Customize

On the left side of Claude, you'll see a Customize button. Click it to open your customization options.

## STEP 2: Go to Connectors

Inside the Customize menu, click on Connectors. This is where all your native connector options live.

## STEP 3: Add and Browse Connectors

Click Add, then Browse Connectors. You'll see a list of every native connector available. Search for the one you want, click it, and log into your account to authorize it. That's it.

### TIP

You can enable multiple connectors at once. Each one is independent, so turning on Canva won't affect your Zoom connection. Start with the ones you use most and add more over time.

### HEADS UP

Some connectors require a Claude Pro, Team, or Enterprise plan. If a connector appears greyed out, check your subscription tier. Also, some connectors may not be available in all regions yet.

# The 11 Native Connectors

Here's every native connector currently available in Claude, what it does, and exactly how to use it. The first five are the ones from my video, but all eleven are worth setting up.

# 1

## Canva

*Design directly from Claude*

Tell Claude what you want to create, give it your brand colors or favorite templates, and it generates full Instagram carousels, presentations, thumbnails, and brand kits directly inside your Canva account. No more switching between apps to design.

### CANVA DESIGN PROMPT

Create an Instagram carousel about  
5 AI productivity tips.

Use my brand colors (dark blue and  
gold). Make it 10 slides with a  
hook on the first slide and a CTA  
on the last.

Style: clean, modern, minimal text  
per slide. Use bold headers with  
1-2 sentences of supporting text.

# 2

## Zoom

*Search and summarize your meetings*

Once connected, Claude can pull from all of your past Zoom meetings. You can search across recordings, get summaries of key points, extract action items, and even draft follow-up emails based on what was discussed. No more rewatching hour-long calls to find one detail.

### ZOOM MEETING SUMMARY PROMPT

Search my recent Zoom meetings for  
any discussion about [PROJECT NAME].

For each relevant meeting, give me:

1. Key decisions that were made
2. Action items and who owns them
3. Any deadlines mentioned
4. Unresolved questions

Then draft a follow-up email  
summarizing the action items.

# 3

## Indeed

*Auto-apply to matching jobs*

Connect Indeed to Claude, upload your resume, and Claude will pull every matching job posting and apply to them for you automatically. It tailors each application to the specific job description, so every submission is customized rather than generic.

### INDEED JOB SEARCH PROMPT

Search Indeed for [JOB TITLE] roles  
in [LOCATION] posted in the last  
7 days.

Filter for:

- Remote or hybrid options
- Salary above [MINIMUM]
- Companies with 50+ employees

For the top 20 matches, show me the  
job title, company, salary range,  
and a match score vs. my resume.

Apply to any role with a match  
score above 75.

### HEADS UP

Always review what Claude submits before it goes out. Auto-applying is powerful, but you want to make sure the roles actually match what you're looking for and that the tailored applications are accurate.

# 4

## Booking.com

*Search and book hotels in real time*

Tell Claude where you want to go, your dates, and your budget. It searches Booking.com in real time, compares hotels by price, rating, location, and amenities, and can book your entire stay for you. It's like having a travel agent that knows every hotel on the planet.

### TRAVEL BOOKING PROMPT

I'm traveling to [CITY] from  
[CHECK-IN DATE] to [CHECK-OUT DATE].

Find me the best hotel options:

- Budget: under \$[AMOUNT] per night
- Must have: free WiFi, breakfast
- Prefer: walkable to city center
- Rating: 8.0+ on Booking.com

Compare the top 5 options with  
price, rating, distance to center,  
and standout features.

# 5

## Notion

*Organize and search your workspace*

Claude can pull from all of your Notion notes, docs, databases, and pages. It can organize messy notes, turn random ideas into structured plans, search across your entire workspace, and create new pages with proper formatting. If you use Notion as your second brain, Claude becomes the one who actually reads it all.

### NOTION ORGANIZATION PROMPT

Search my Notion workspace for  
everything related to [PROJECT].

Then:

1. Create a project overview page  
with all relevant notes linked
2. Build a task database with  
deadlines I've mentioned
3. Identify any gaps or missing  
information I should fill in

4. Suggest a weekly planning  
template based on my workflow

# 6

## Google Drive

*Search and create files across your Drive*

Connect Google Drive and Claude can search across all your documents, spreadsheets, and presentations. It can read files, summarize long documents, find specific information buried in old files, and create new documents directly in your Drive. If you've ever lost a file somewhere in your Drive, this connector fixes that.

### GOOGLE DRIVE SEARCH PROMPT

```
Search my Google Drive for any
documents related to [TOPIC]
from the last 6 months.

Summarize what I have and identify
any duplicate or outdated files.

Then create a summary doc linking
to the most important ones.
```

# 7

## Gmail

*Search, draft, and manage your email*

Claude can search your Gmail inbox, read email threads, draft responses, and help you manage your email workflow. It can find specific conversations, summarize long threads, draft professional replies, and flag emails that need your attention. Think of it as a personal email assistant that actually understands context.

### GMAIL INBOX MANAGEMENT PROMPT

```
Search my inbox for unread emails
from the past week.

Categorize them into:

1. Urgent (needs reply today)
2. Important (reply this week)
3. FYI (no reply needed)
4. Can archive

For the urgent ones, draft a short
reply for each.
```

# 8

## Google Calendar

*Manage your schedule and events*

Claude can view your calendar, create events, find available time slots, and help you plan your week. It can check for conflicts, suggest meeting times, and even create events with the right details filled in. Combined with Gmail and Zoom, this creates a full scheduling system.

### CALENDAR PLANNING PROMPT

Look at my calendar for next week.

Give me:

1. A summary of all my meetings
2. My biggest free time blocks
3. Any scheduling conflicts
4. Suggested deep work blocks I should protect

Then create a 2-hour 'Focus Time' event on my most open day.

# 9

## Slack

*Search messages and stay in the loop*

Connect Slack and Claude can search across your channels, read threads, summarize conversations, and even draft messages. If you're in a lot of channels and miss things, Claude can catch you up on everything that happened while you were away. It can also help you write messages that land.

### SLACK CATCH-UP PROMPT

Search my Slack for any messages from the last 24 hours that mention me or my projects.

Summarize what I missed and flag anything that needs a response.

Draft replies for the ones that are time-sensitive.

# 10

## Shopify

*Manage your store from Claude*

If you run a Shopify store, Claude can check your orders, manage products, update inventory, analyze sales data, and create collections. Instead of logging into Shopify's dashboard for every small task, you ask Claude to handle it in plain English.

### SHOPIFY STORE CHECK PROMPT

Check my Shopify store and give me:

1. Today's orders (count and total)
2. Any products with low inventory (under 10 units)
3. My best-selling products this week vs. last week
4. Any pending orders that need attention

# 11

## Stripe

*Monitor payments and revenue*

Connect Stripe and Claude can pull your payment data, check subscription metrics, review recent transactions, and flag failed payments. If you sell digital products, run a SaaS, or process payments through Stripe, this gives you a financial dashboard you can talk to.

### STRIPE REVENUE CHECK PROMPT

Pull my Stripe data for this month and give me:

1. Total revenue vs. last month
2. Number of new subscribers
3. Churn rate
4. Any failed payments I should

follow up on

5. My top 3 products by revenue

### TIP

The real power is combining connectors. Use Slack + Google Calendar to auto-schedule meetings mentioned in messages. Use Notion + Gmail to turn email threads into organized project notes. Use Shopify + Stripe to get a full picture of your store and payments together.

# Native Connectors at a Glance

| Connector       | What It Does                      | Best For                        |
|-----------------|-----------------------------------|---------------------------------|
| Canva           | Design graphics and presentations | Social media, decks, brand kits |
| Zoom            | Search and summarize meetings     | Meeting notes, follow-ups       |
| Indeed          | Search and auto-apply to jobs     | Job hunting, career moves       |
| Booking.com     | Search and book hotels            | Travel planning                 |
| Notion          | Search and organize workspace     | Project management, notes       |
| Google Drive    | Search and create documents       | File management, research       |
| Gmail           | Search, read, and draft emails    | Email management, outreach      |
| Google Calendar | View and manage schedule          | Scheduling, time blocking       |
| Slack           | Search and summarize messages     | Team communication              |
| Shopify         | Manage products and orders        | E-commerce, store ops           |
| Stripe          | Monitor payments and revenue      | Payments, SaaS, subscriptions   |

# What Are MCP Connectors?

MCP stands for Model Context Protocol. It's an open standard that lets Claude connect to basically any external tool or service. While native connectors are the ones Anthropic built directly into Claude, MCP connectors are created by third-party developers and by the tools themselves.

Think of native connectors like pre-installed apps on your phone. MCP connectors are like the App Store. The selection is bigger, the tools are more specialized, and new ones get added constantly.

## WHY MCP MATTERS

MCP connectors give you access to tools that Claude doesn't natively support yet. Want to run Facebook Ads from Claude? Generate AI videos with Higgsfield? Manage your GitHub repos? Pull your website analytics? MCP makes all of it possible. Each MCP connector has a URL you paste in, and you're connected.

## How to Add an MCP Connector

Setting up an MCP connector takes a couple extra steps compared to native connectors, but it's still simple. You just need the connector's remote server URL (included below for each one), and then follow these steps.

### STEP 1: Open Customize

Click Customize on the left side of Claude, just like you did for native connectors. Then click on Connectors.

### STEP 2: Add Custom Connector

Click Add, then select Add Custom Connector. This is different from Browse Connectors, which is just for native ones. The custom connector option is where you paste in MCP URLs.

### STEP 3: Paste the URL and Connect

Give the connector a name (like "Facebook Ads" or "Higgsfield"), then paste the Remote MCP Server URL into the URL field. Click Connect, log into your account on that service, and you're done. The connector will show up in your list and Claude can start using it.

## HEADS UP

MCP connectors are created by third-party developers. Always check that the connector is from a trusted source before authorizing it. The URLs in this guide are from the official tool providers.

# The Best MCP Connectors

Here are the MCP connectors I recommend setting up. Each one gives Claude a new superpower that the native connectors don't cover. I've included the URL for each one, so all you have to do is paste it in and log into your account.

# 1

## Facebook Ads (Meta)

*Manage and optimize your ad campaigns*

### REMOTE MCP SERVER URL

<https://mcp.facebook.com/ads>

The Facebook Ads MCP connector lets Claude manage your Meta ad campaigns directly. You can check ad performance, adjust budgets, pause underperforming ads, create new campaigns, and get optimization suggestions without ever opening Ads Manager. If you run paid ads, this is one of the most valuable connectors you can set up.

### FACEBOOK ADS PERFORMANCE PROMPT

Check my Facebook Ads account and give me a performance summary for the last 7 days.

For each active campaign, show me:

- Spend vs. budget
- CPA (cost per acquisition)
- ROAS (return on ad spend)
- CTR (click-through rate)

Flag any campaigns with CPA above \$[TARGET] or ROAS below 2x.

Suggest budget reallocation from underperformers to top performers.

## 2

### Higgsfield

*Generate AI videos from text*

#### REMOTE MCP SERVER URL

<https://mcp.higgsfield.ai/mcp>

Higgsfield is an AI video generation platform, and its MCP connector lets you create videos directly from Claude. Describe the video you want, and Claude sends the prompt to Higgsfield to generate it. Great for social media content, product demos, explainer clips, and short-form video ideas you want to test quickly.

#### HIGGSFIELD VIDEO PROMPT

Create a short AI video showing:

A person sitting at a desk, opening  
a laptop, and reacting with  
excitement as the screen lights up.

Style: realistic, well-lit office

Duration: 5-8 seconds

Aspect ratio: 9:16 (vertical)

I'll use this as a hook for a  
TikTok about AI productivity.

## 3

### GitHub

*Manage repos, issues, and pull requests*

#### REMOTE MCP SERVER URL

<https://api.githubcopilot.com/mcp/>

The GitHub MCP connector gives Claude access to your repositories. It can create issues, review pull requests, search code, manage branches, and even help debug by looking at your actual codebase. If you work with code in any capacity, even just managing a dev team, this connector is a big time saver.

#### GITHUB CODE REVIEW PROMPT

Look at the open pull requests in  
my [REPO NAME] repository.

For each PR:

1. Summarize what changed
2. Flag any potential issues

3. Check if tests are passing

4. Suggest improvements

Prioritize the ones that have been  
open the longest.

# 4

## Google Analytics

*Analyze your website traffic*

### REMOTE MCP SERVER URL

<https://mcp.portermetrics.com/mcp>

The Google Analytics MCP connector lets Claude pull your website data and give you plain-English analysis. Instead of digging through GA4's interface, you ask Claude questions like 'what's driving traffic this week' or 'which blog posts are converting' and get answers immediately.

### TIP

Google Analytics has a few MCP options available. The URL above is from Porter Metrics, which provides a hosted connection to your GA4 data. After pasting the URL, you'll log into your Google account to authorize access.

### GOOGLE ANALYTICS PROMPT

Pull my Google Analytics data for  
the last 30 days and tell me:

1. Top 10 pages by traffic
2. Where my traffic is coming from  
(organic, social, direct, email)
3. Which pages have the highest  
bounce rate
4. Any traffic spikes and what  
caused them

Compare to the previous 30 days  
and highlight the biggest changes.

# MCP Connectors at a Glance

| Connector        | What It Does              | MCP URL                    |
|------------------|---------------------------|----------------------------|
| Facebook Ads     | Manage ad campaigns       | mcp.facebook.com/ads       |
| Higgsfield       | Generate AI videos        | mcp.higgsfield.ai/mcp      |
| GitHub           | Manage repos, issues, PRs | api.githubcopilot.com/mcp/ |
| Google Analytics | Analyze website traffic   | mcp.portermetrics.com/mcp  |

## TIP

For each connector above: go to Customize, click Connectors, then Add, then Add Custom Connector. Paste the full URL (with https:// in front), give it a name, and log into your account. The whole process takes about 2 minutes per connector.

# Connector Power Combos

Individual connectors are useful. But the real value comes when you combine them. Here are the workflows that save the most time.

## The Content Creator Stack

Canva + Higgsfield + Google Drive. Use Claude to write a social media post, generate a matching carousel in Canva, create a short video clip with Higgsfield, and save everything organized in Drive. One prompt can trigger an entire content pipeline.

### CONTENT PIPELINE PROMPT

```
I want to create content about  
[TOPIC] for Instagram.  
  
1. Write 5 carousel slides with  
hooks and takeaways  
2. Create the carousel in Canva  
using my brand template  
3. Generate a 5-second hook video  
via Higgsfield for Reels  
4. Write the caption with hashtags  
5. Save everything in my Google  
Drive 'Content' folder
```

## The Business Intelligence Stack

Shopify + Stripe + Google Analytics + Gmail. Get a full business dashboard through Claude. Check orders, revenue, website traffic, and customer emails all in one conversation. Claude can cross-reference the data and spot patterns you'd miss looking at each tool separately.

## The Job Search Stack

Indeed + Gmail + Google Calendar + Notion. Have Claude search for jobs, apply to them, track applications in Notion, draft follow-up emails through Gmail, and schedule interviews on your calendar. The entire job search process runs through one interface.

## The Team Operations Stack

Slack + Zoom + Notion + Google Calendar. Claude catches you up on Slack messages, summarizes Zoom meetings, updates your Notion project pages, and makes sure your calendar reflects everything. Especially useful if you manage people or projects across multiple tools.

## START WITH TWO

Don't try to set up everything at once. Pick the two connectors that match your biggest daily workflow, connect them, and build from there. Once you see how much time one combination saves, you'll naturally add more.

# Common Mistakes to Avoid

| Mistake                          | Why It's a Problem                                                            | What to Do Instead                                             |
|----------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------|
| Connecting everything at once    | You get overwhelmed and don't actually use any of them.                       | Start with 2-3 connectors that match your daily workflow.      |
| Vague prompts with connectors    | Claude doesn't know which connector to use or what data to pull.              | Be specific: name the tool, the data, and the format you want. |
| Not reviewing auto-actions       | Claude might apply to wrong jobs, send draft emails, or book the wrong hotel. | Always review before Claude takes action on your behalf.       |
| Ignoring MCP connectors          | You miss out on specialized tools like Facebook Ads and Higgsfield.           | Check this guide for the MCP URLs and paste them in.           |
| Using connectors without context | Claude can't tailor results if it doesn't know your preferences.              | Tell Claude your goals, preferences, and constraints upfront.  |

## TIP

The best connector prompts follow a simple formula: name the tool, describe the data you want, specify the format, and tell Claude what to do with the results. 'Check my Stripe for this month's revenue and compare it to last month' is better than 'how are my sales doing.'

# Quick Reference

## Native Connector Setup

| Step | What to Do                        | Time   |
|------|-----------------------------------|--------|
| 1    | Click Customize on the left side  | 5 sec  |
| 2    | Click Connectors                  | 5 sec  |
| 3    | Click Add, then Browse Connectors | 5 sec  |
| 4    | Search for the connector you want | 10 sec |
| 5    | Log in and authorize your account | 30 sec |

## MCP Connector Setup

| Step | What to Do                                  | Time   |
|------|---------------------------------------------|--------|
| 1    | Click Customize on the left side            | 5 sec  |
| 2    | Click Connectors, then Add                  | 5 sec  |
| 3    | Click Add Custom Connector                  | 5 sec  |
| 4    | Name it and paste the Remote MCP Server URL | 15 sec |
| 5    | Log in and authorize your account           | 30 sec |

## All 15 Connectors Summary

| Connector       | Type   | Category        |
|-----------------|--------|-----------------|
| Canva           | Native | Design          |
| Zoom            | Native | Meetings        |
| Indeed          | Native | Job Search      |
| Booking.com     | Native | Travel          |
| Notion          | Native | Productivity    |
| Google Drive    | Native | File Management |
| Gmail           | Native | Email           |
| Google Calendar | Native | Scheduling      |
| Slack           | Native | Communication   |
| Shopify         | Native | E-commerce      |
| Stripe          | Native | Payments        |
| Facebook Ads    | MCP    | Advertising     |
| Higgsfield      | MCP    | Video Creation  |

| Connector        | Type | Category          |
|------------------|------|-------------------|
| GitHub           | MCP  | Development       |
| Google Analytics | MCP  | Website Analytics |

**START RIGHT NOW**

Open Claude, click Customize, go to Connectors, and connect your first native connector. The whole process takes under a minute. Then come back here and try one of the prompts from this guide.

## Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and prompts that actually help you get more done. Follow me for the latest.

**@MavGPT**

TikTok | Instagram | Facebook

*Stop switching tabs. Let Claude do it all from one window.*