

Unlocking the Potential of MCP Servers for Marketing Success

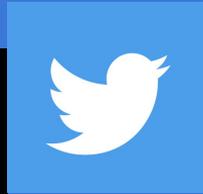
Constance Chen
Director of Search Marketing, Moving Traffic Media

We've come a long way...

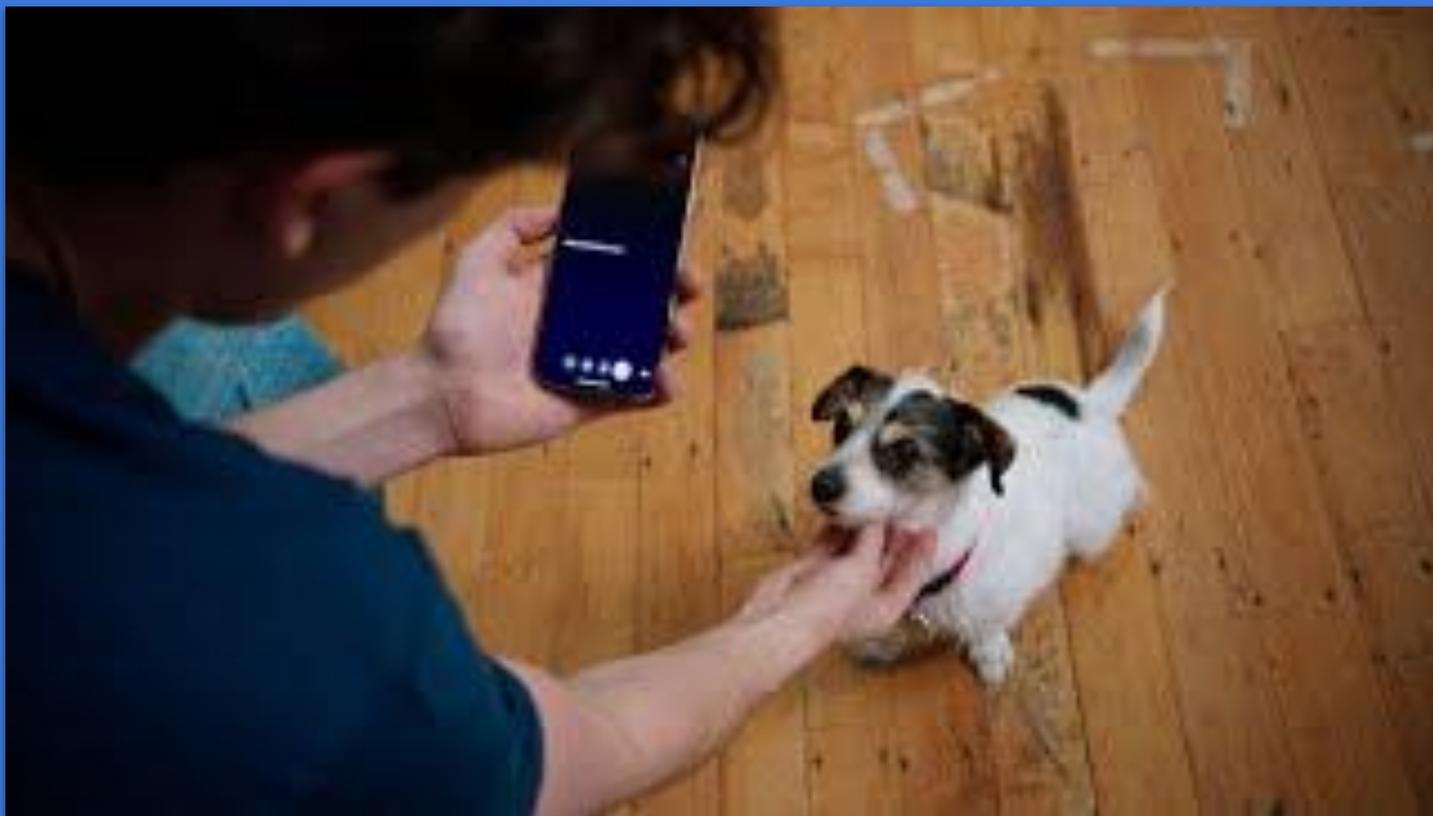
From this:



To this:



...to this:





What is MCP?

Model Context Protocol

Introduced by Anthropic in
November 2024

ANTHROPIC



Claude



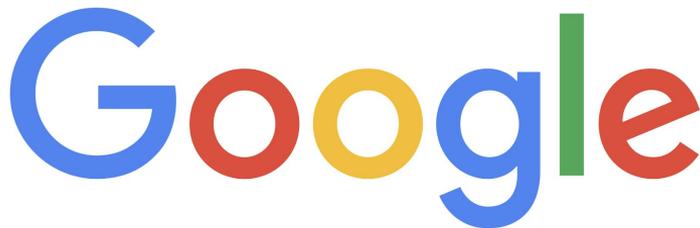
What is MCP?

Model Context Protocol



Microsoft

Broad Adoption: Microsoft,
OpenAI, Google



What is MCP?

Model Context Protocol



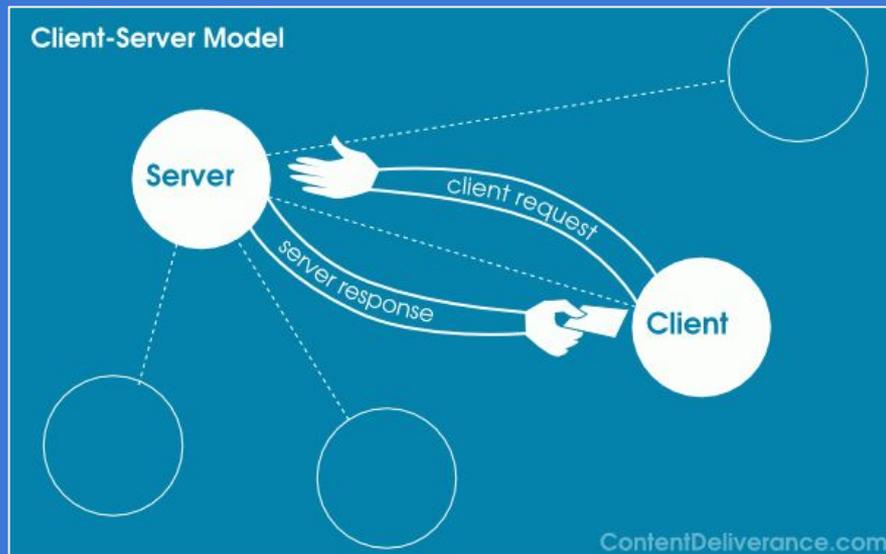
Acts like a USB-C port for AI



What is MCP?

Model Context Protocol

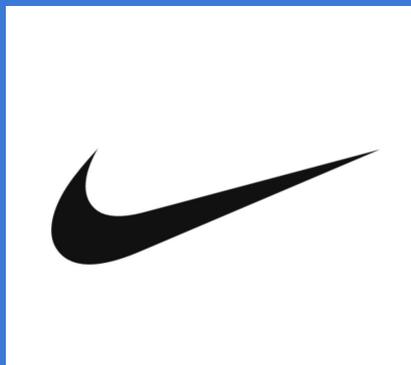
Client-Server
Architecture





What is MCP?

Model Context Protocol



Allows LLMs to “plug in” to different data servers



What is MCP?

Model Context Protocol



LLMs can be powered with agentic capabilities





Why Does This Matter?

Model Context Protocol

LLMs have access to real-time data straight from sources and can perform actions





Why Does This Matter?

Model Context Protocol

Tools to increase automation and improve workflows





Why Does This Matter?

Model Context Protocol

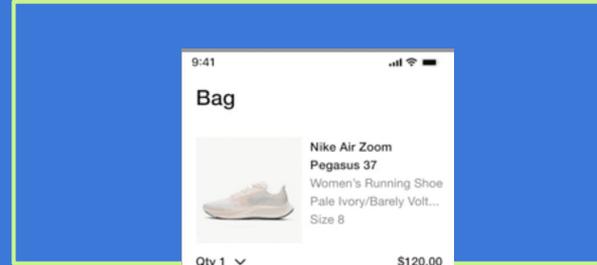
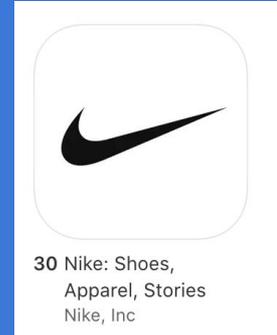
Hyper Personalization within customer journeys
and interactions



Why Does This Matter?

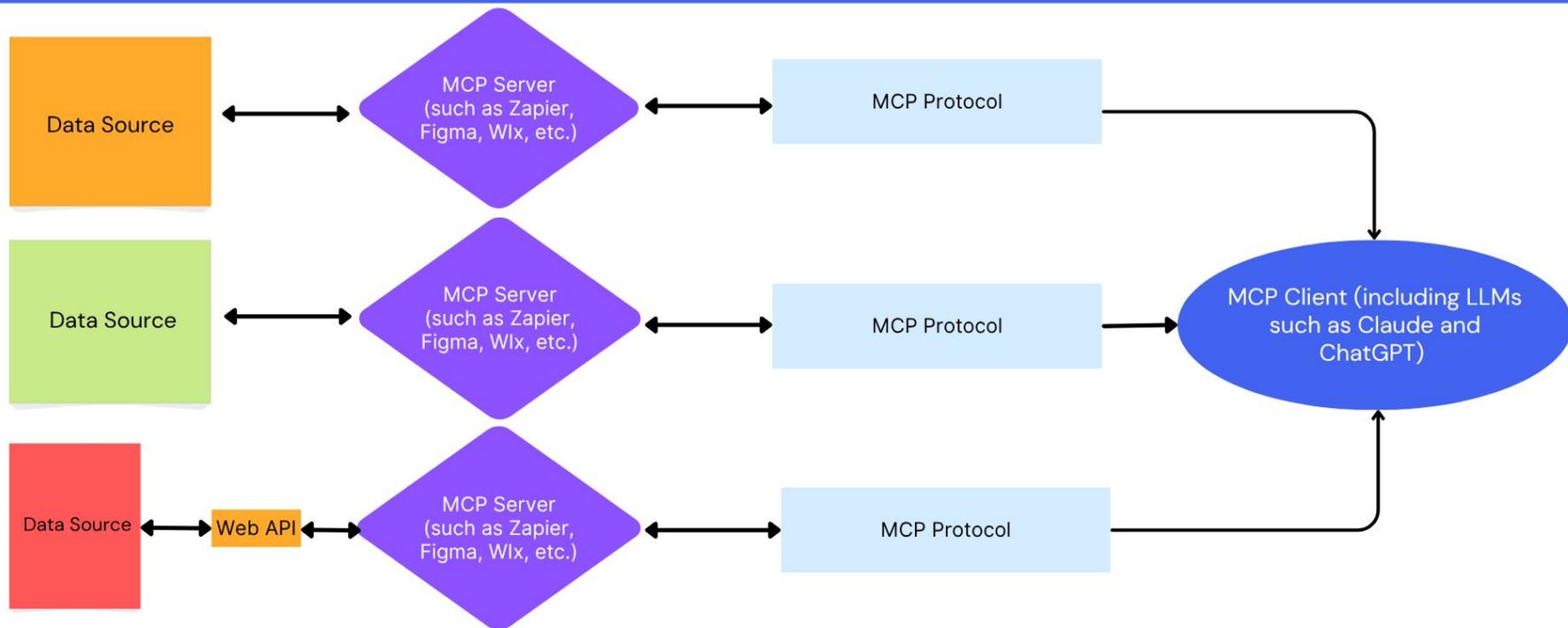
Model Context Protocol

Creates visibility in a different way

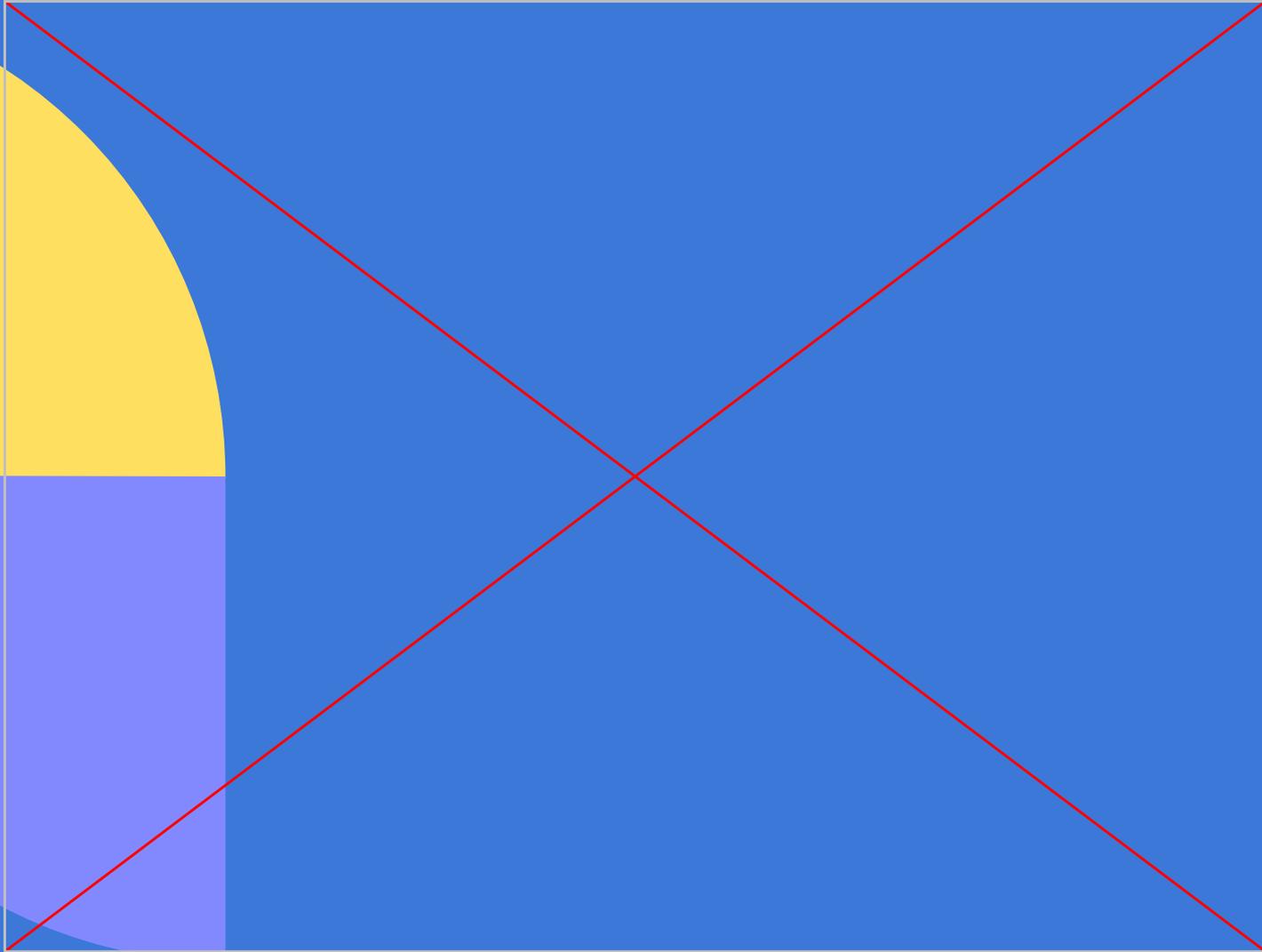
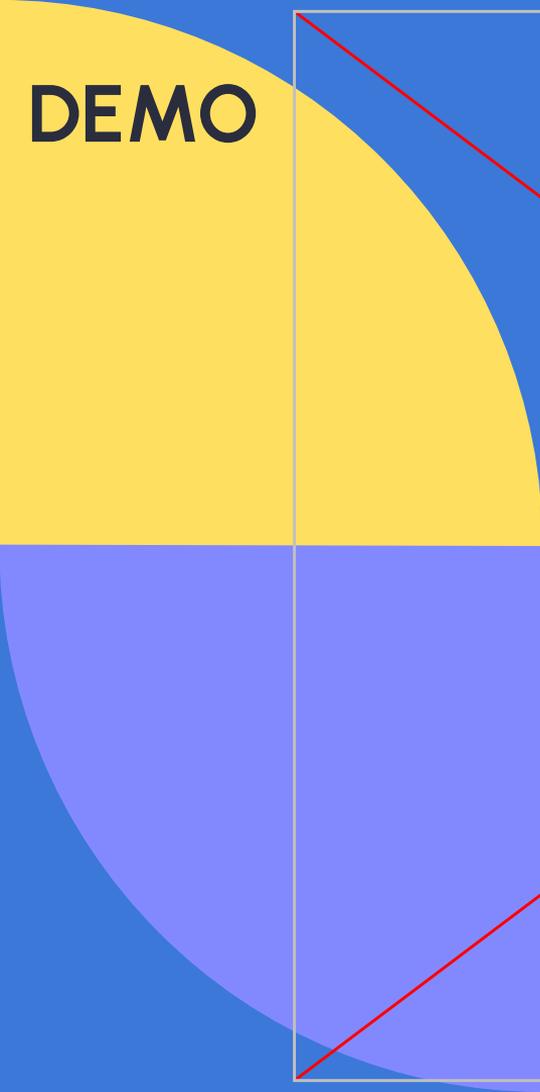


How MCP Works

This chart illustrates how Model Context Protocol (MCP) allows LLM clients to interact with external data servers, offering access to tools, and functions across connected platforms.



DEMO



Through MCP Servers, AI Assistants will be able to:



Shop stores and
buy items



Find a hotel for
you



Create and
manage a website



Set appointments
for you

Examples of MCP Servers

Stripe

Process payments and refunds

Manage subscriptions

Retrieve customer data

Zapier

Access to 7,000+ apps

Integrations with multiple tools such as Salesforce and Google Sheets

Create automated workflows

Wix

Creates no-code solutions through LLM prompts

Manage website through client

Set up new pages, new products, etc.

Examples of Unofficial MCP Servers

Airbnb

Search listings based on your specific criteria

Combine with Google Maps to filter based on location

Create a trip planning workflow

Kroger Grocery

Locate and select your preferred store

Search products and manage your shopping cart

Get groceries delivered or arrange for pick up

UberEats

Search specific food options

Place an order for delivery

Plan meal deliveries with a budget

Examples of Workflows

Examples of Workflows



Claude + Paypal



- Create automated invoices and transaction reports every month
- Initiate biweekly payouts to vendors and contractors

Examples of Workflows



ChatGPT + Asana



- Create new tasks from emails and meetings
- Automate pulling weekly and monthly task report

Examples of Workflows



Claude + Hubspot



- Create engagement emails to new leads
- Add triggers to automate follow up coupon email to users visiting pricing page

How Organizations Can Use MCP Servers

Internal Tools

- Create internal tools for automation and task management
- Streamline integration with existing systems to improve internal workflows
- Develop custom applications for specific needs

Customer Journey

- Personalize experiences based on customer data
- Natural language processing to improve customer interactions
- Improve customer engagement

Provide Information

- Provide up-to-date information about the company, its products, and services
- Provide documentation for users and developers
- Create brand visibility and consistency

Access Data

- Unite and consolidate siloed data for comprehensive analysis
- Maintain control over what data is used
- Leverage AI data analysis

How To Set Up MCP Servers



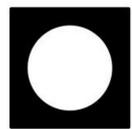
Every Setup is Different

1. Choose a MCP server and client
2. Connect to the client
3. Test the connection



Step 1: Choose a MCP server and client

MCP Server



WIXSTUDIO

Client



Claude

Download and Install Claude Desktop (MCP Client)



Get started

Meet Claude on your desktop BETA

Always there when you need it—Claude sits quietly in your workflow. No tab-hopping required.

macOS

Windows

Windows (arm64)



Download and Install Node.js

node.js Learn About **Download** Blog Docs Contribute ↗ Certification ↗

Q Start typing... ⌘ K 🌙 🌐 🏠

Download Node.js®

Get Node.js® for using with

```
1 # Download and install nvm:
2 curl -o- https://raw.githubusercontent.com/nvm-sh/nvm/v0.40.3/install.sh | bash
3
4 # in lieu of restarting the shell
5 \. "$HOME/.nvm/nvm.sh"
6
7 # Download and install Node.js:
8 nvm install 24
9
10 # Verify the Node.js version:
11 node -v # Should print "v24.2.0".
12 nvm current # Should print "v24.2.0".
13
14 # Verify npm version:
15 npm -v # Should print "11.3.0".
```

Bash [Copy to clipboard](#)

"nvm" is a cross-platform Node.js version manager. If you encounter any issues please visit [nvm's website](#) ↗

Or get a prebuilt Node.js® for running a architecture.

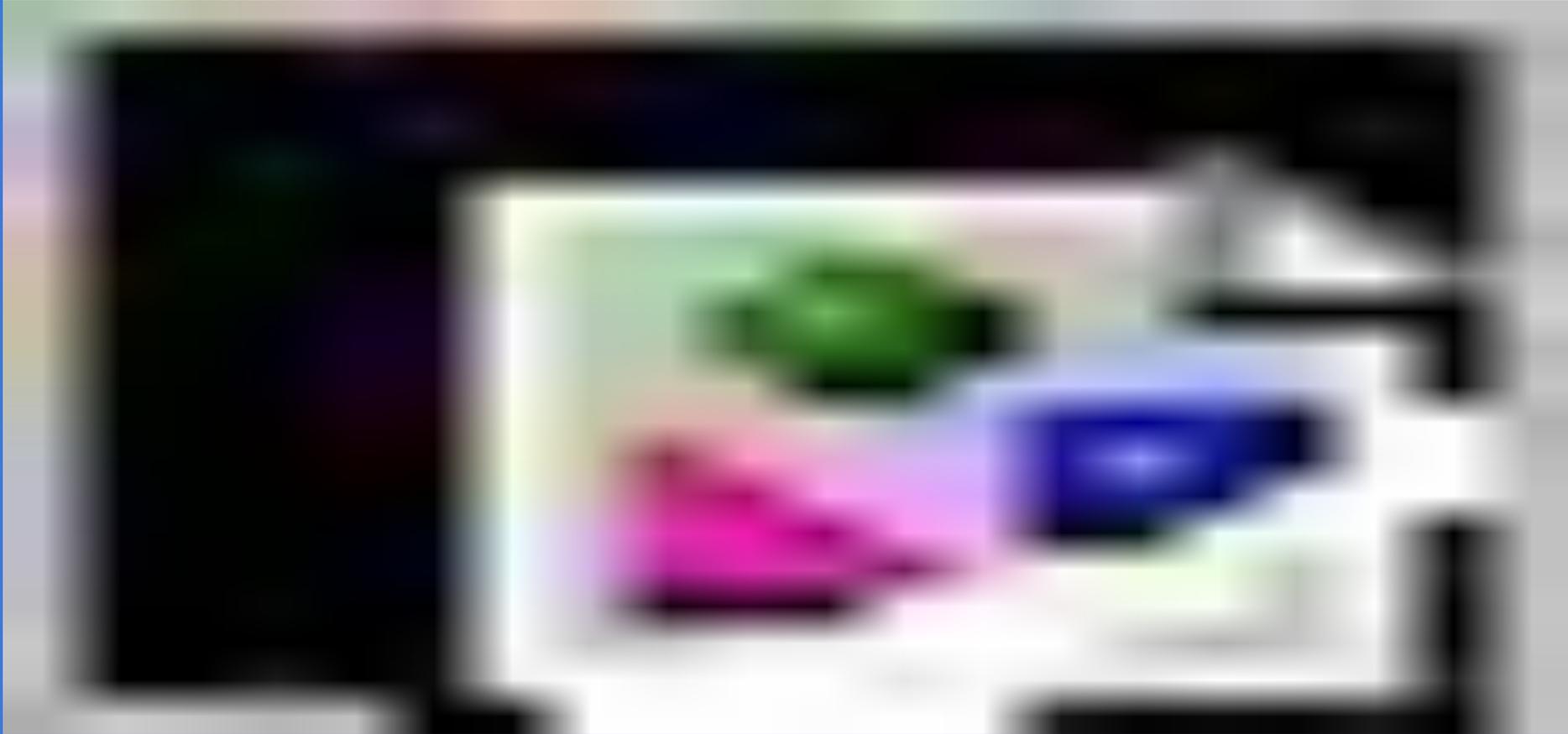
[macOS Installer \(.pkg\)](#) [Standalone Binary \(.gz\)](#)



Step 2:

Connect to the client

Copy the code from Wix MCP Server page



In Claude Desktop, open Settings > Developer.

The image shows the 'Developer' settings page in Claude Desktop. On the left, there are two tabs: 'General' and 'Developer', with 'Developer' highlighted by a green border. The main content area has a light beige background. At the top, a message states 'Claude Desktop is in beta. You're an early explorer, so let us know your feedback.' with a 'Give feedback' button. Below this are four settings:

- Run on Startup**: Automatically start Claude when you log in. The toggle switch is currently turned off.
- Quick Entry Keyboard Shortcut**: Quickly open Claude from anywhere. The current shortcut is '⌘ Space' with a close button (x).
- Menu Bar**: Show Claude in the menu bar. The toggle switch is currently turned on.
- Claude Settings**: Go to claude.ai/settings to configure your profile, team, and more. There is a 'Configure' button with an external link icon.

Then, click Edit Config.

The screenshot shows the Claude Developer console interface. On the left, there are two tabs: 'General' and 'Developer'. The 'Developer' tab is selected and highlighted. The main content area has a title 'Claude can receive information like prompts and attachments from specialized servers using Model Context Protocol. Learn more'. Below this, there is a large empty rectangular area. In the center of this area, there is a paragraph of text: 'MCP is a protocol that enables secure connections between clients, such as the Claude Desktop app, and local services.' Below the text are two buttons: 'Edit Config' and 'Get Started'. The 'Edit Config' button is highlighted with a green rectangular border.

General

Developer

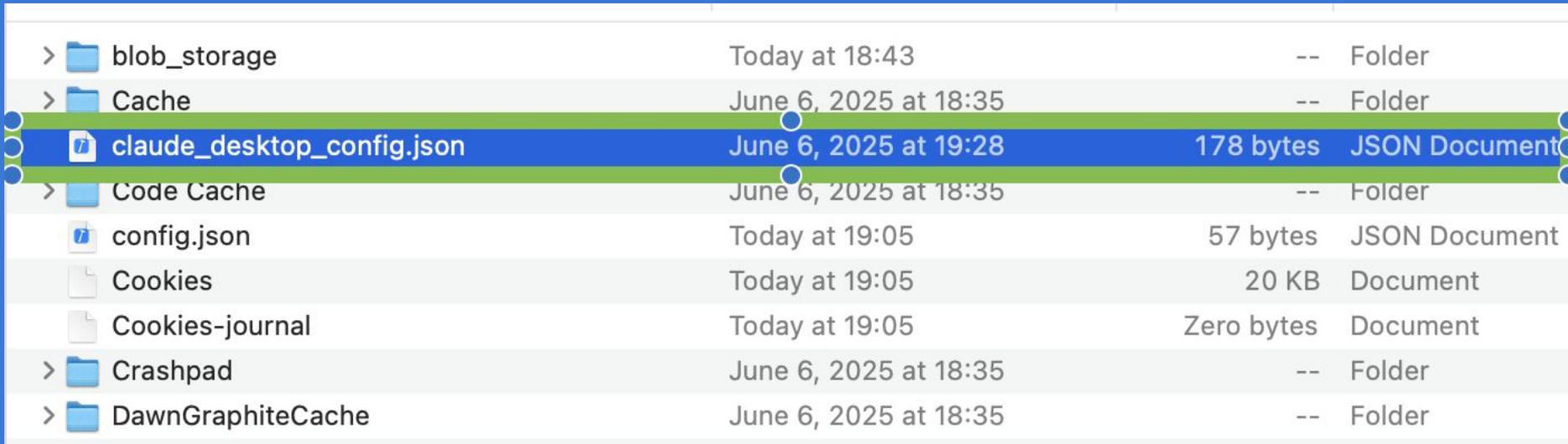
Claude can receive information like prompts and attachments from specialized servers using Model Context Protocol. Learn more

MCP is a protocol that enables secure connections between clients, such as the Claude Desktop app, and local services.

Edit Config

Get Started

Open the config file called “claude_desktop_config.json”.

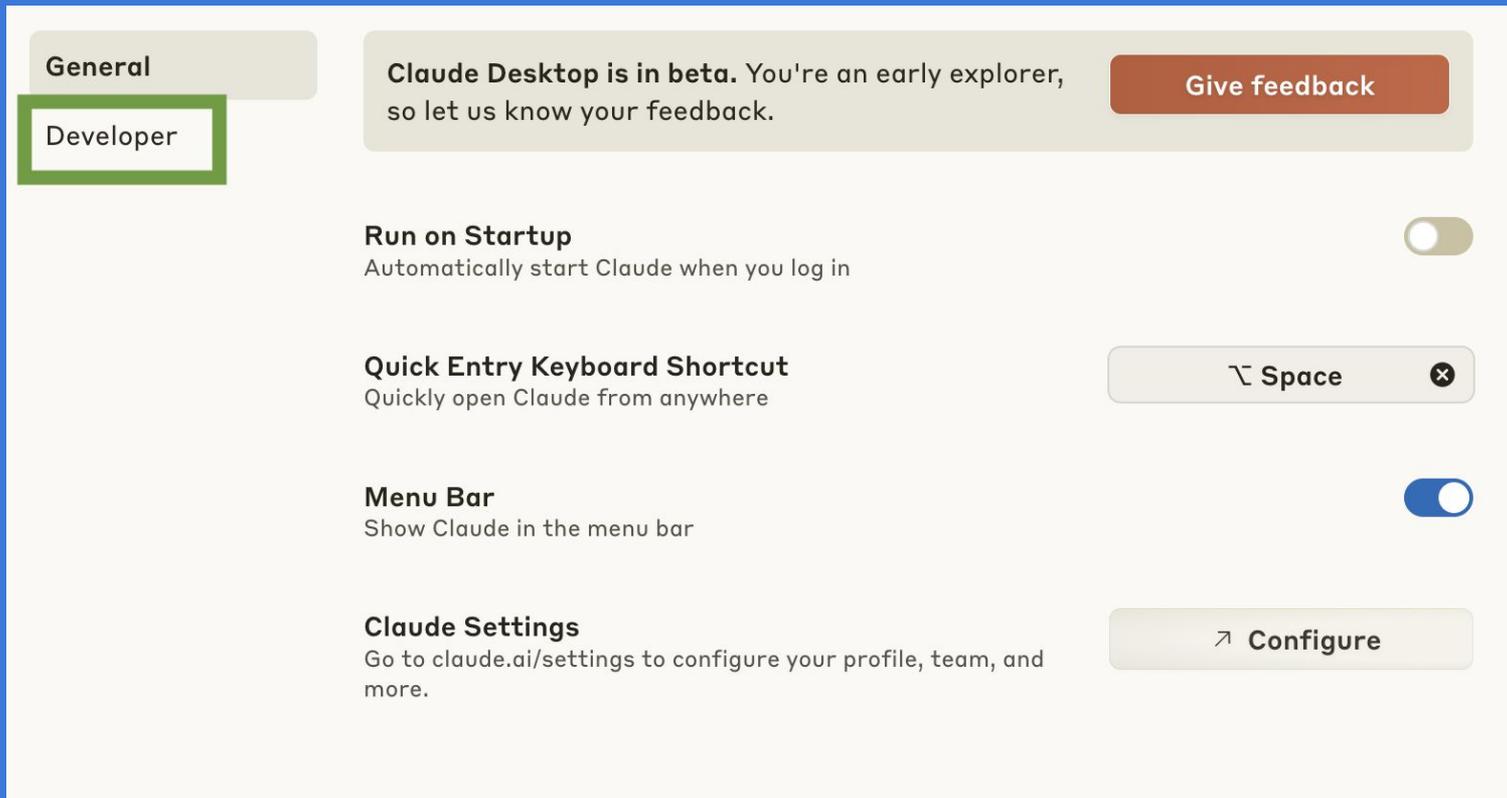


>  blob_storage	Today at 18:43	--	Folder
>  Cache	June 6, 2025 at 18:35	--	Folder
 claude_desktop_config.json	June 6, 2025 at 19:28	178 bytes	JSON Document
>  Code Cache	June 6, 2025 at 18:35	--	Folder
 config.json	Today at 19:05	57 bytes	JSON Document
 Cookies	Today at 19:05	20 KB	Document
 Cookies-journal	Today at 19:05	Zero bytes	Document
>  Crashpad	June 6, 2025 at 18:35	--	Folder
>  DawnGraphiteCache	June 6, 2025 at 18:35	--	Folder

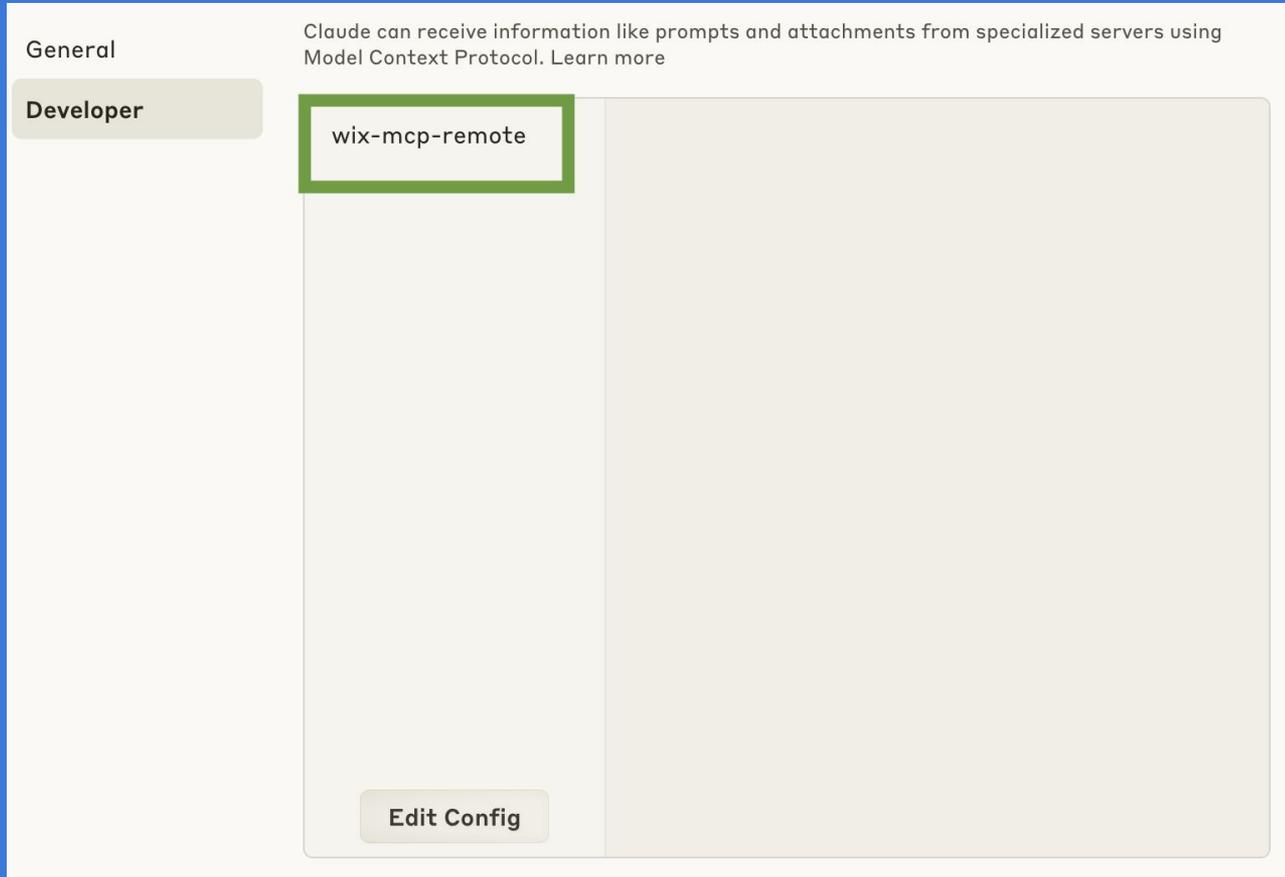
Paste in the code that was copied from the Wix MCP Server page. Save the file.

```
{  
} claude_desktop_config > No Selection  
  
1 {  
2   "mcpServers": {  
3     "wix-mcp-remote": {  
4       "command": "npx",  
5       "args": [  
6         "-y",  
7         "@wix/mcp-remote",  
8         "https://mcp.wix.com/sse"  
9       ]  
10    }  
11  }  
12 }  
13 |
```

Close Claude Desktop and restart it. Then go to Claude Settings > Developer.



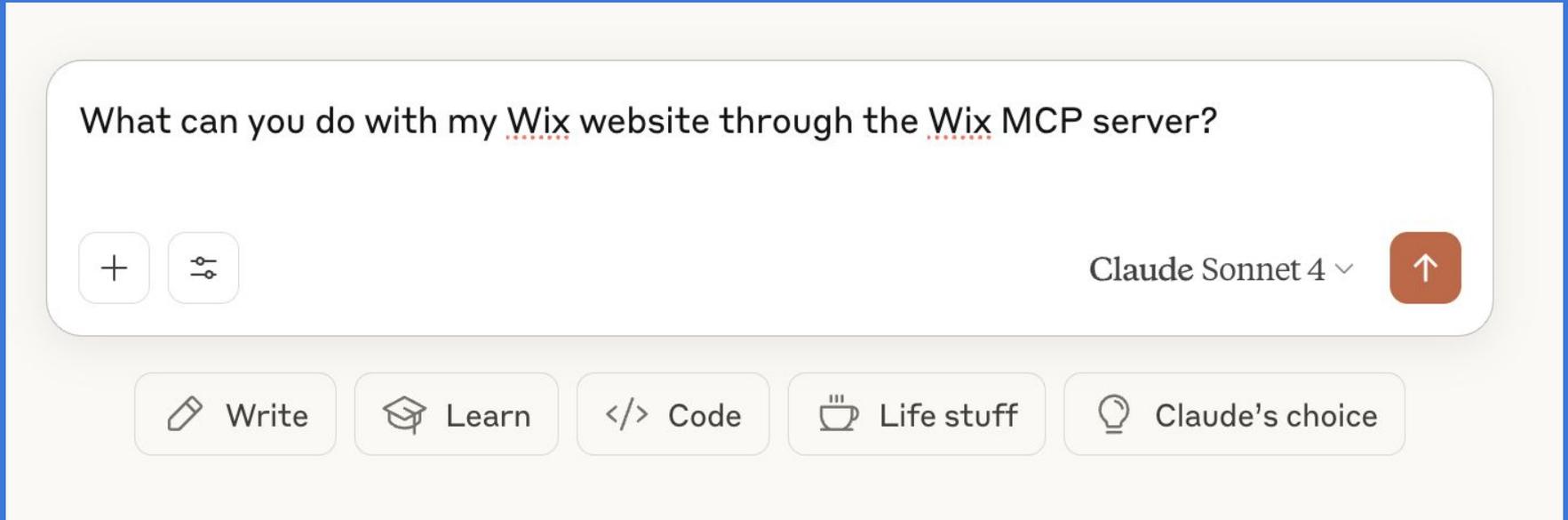
If it's set up properly, it should now list the Wix MCP server.





Step 3: Test the Connection

Go to Claude and submit a prompt to test the connection.



It's a success!

Here you can see that Claude is pulling in the documentation from the Wix MCP Server to tell me what its capabilities are with the MCP server.

C What can you do with my Wix website through the Wix MCP server?

I can help you manage and interact with your Wix website through a comprehensive set of tools that connect to the Wix platform. Let me first get the foundational information about these capabilities.

W WixREADME

Based on the information provided, I can help you manage your Wix website through the Wix MCP server in several comprehensive ways:

Core Site Management

- **List and manage your Wix sites** - I can view all your sites and help you select which one to work with
- **Create new sites** and manage existing ones through account-level APIs
- **Publish sites** when ready to go live

Content Management

- **Wix CMS:** Create and manage data collections, add/update/delete items, and build CMS-based applications
- **Blog Management:** Create blog posts with rich content, manage existing posts, and build



**Connect to MCP servers
and discover the
possibilities!**

Any questions?
Ask away!

Let's Connect



[linkedin.com/in/cmediamarketing](https://www.linkedin.com/in/cmediamarketing)

Thank you