

Christopher Abelt

AI Marketing Evaluation Portfolio



Demonstrating structured evaluation of AI-generated analyses of marketing strategies, plans, websites, and executive communications using a standardized / business-focused evaluation framework.

About Me

Christopher Abelt

AI Marketing Evaluator | Brand Strategy | Executive Communications | 25+ Years Experience

Professional evaluator of marketing strategy, brand communications, executive presentations, and AI-generated marketing outputs, with 25+ years of executive leadership experience across advertising agencies, financial services, and B2B technology organizations. Experienced assessing AI-generated campaigns, websites, presentations, and marketing analyses for factual accuracy, strategic reasoning, audience alignment, and business effectiveness.

Highlights

- 25+ years evaluating marketing strategy, executive communications, and brand messaging for Fortune 500, financial services, and B2B technology organizations
- MIT Sloan — AI Implications for Business Strategy Certificate | MBA, Marketing — Miami University of Ohio
- Domain Expertise: Financial Services • B2B Marketing • Aviation • Professional Services
- Core Competencies: AI Output Evaluation • Campaign Strategy • Executive Presentation Review • Structured Feedback • Brand Voice

My Evaluation Framework

Abelt AI Marketing Evaluation Framework (AAMEF)

Evaluation Criteria:

Category

Prompt Understanding

Marketing Accuracy

Strategic Reasoning

Business Impact

Actionability

Executive Communication

Question

Did the AI answer the user's question?

Were the observations factually correct?

Did the AI connect observations to business strategy?

Did it explain why the findings matter?

Could an executive implement the recommendations?

Was the evaluation clear and concise?

My Evaluation Framework

Abelt AI Marketing Evaluation Framework (AAMEF)

Overall Ratings

Exceptional

★★★★★

Exceeds expectations on every criterion; usable with no edits.

Strong

★★★★☆

Meets criteria well; minor refinements recommended.

Adequate

★★★☆☆

Usable but needs meaningful human revisions before use.

Weak

★★★☆☆

Significant gaps; limited value without a rework.

Poor

★★★☆☆

Fails core criteria; not usable without a rebuild.

Case Study #1:

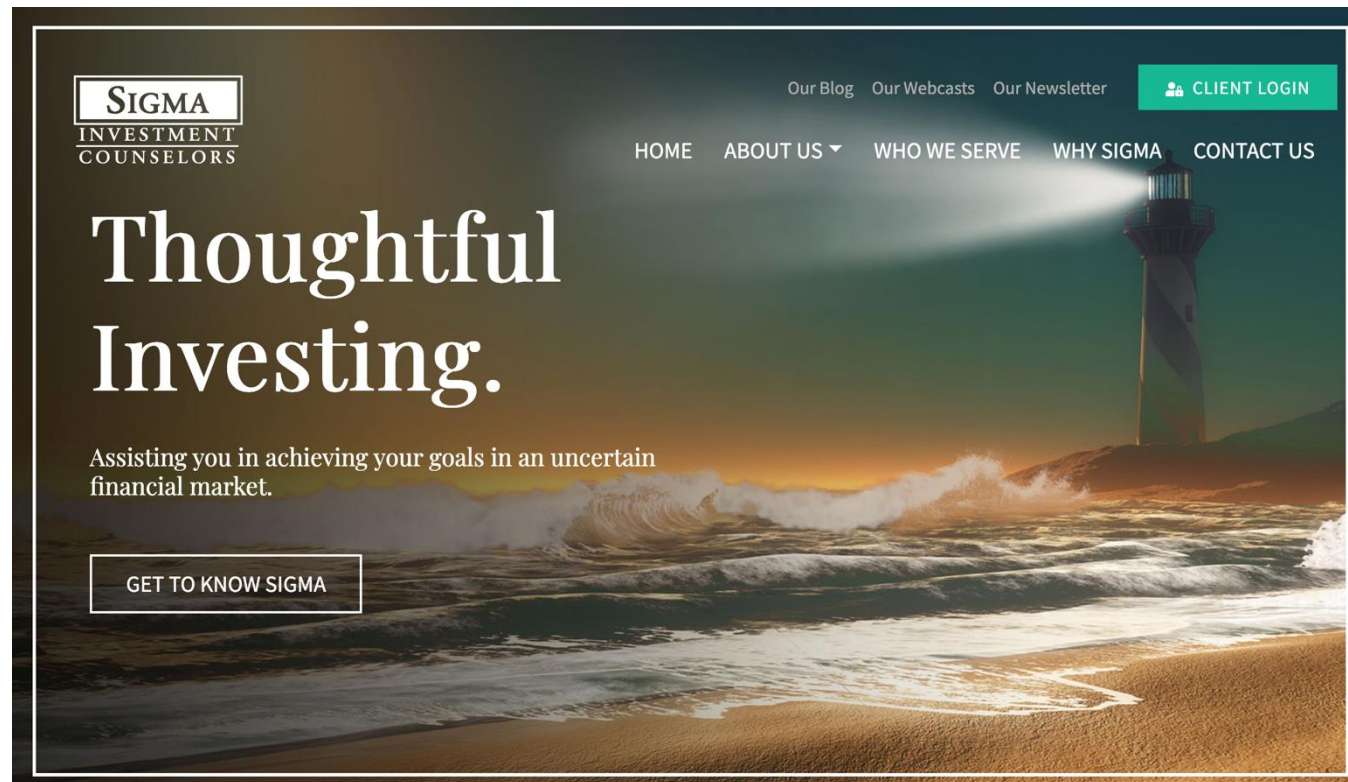
CASE STUDY 1 OF 4 — WEBSITE EVALUATION



Evaluating AI-Generated Marketing Analysis

Website: Sigma Investment Counselors

AI Model: Perplexity | Prompt: *Evaluate this website from a marketing perspective*



Summary

Perplexity concluded that the Sigma website:

- Establishes credibility through fiduciary positioning and advisor credentials.
- Targets affluent investors appropriately.
- Provides strong trust signals and educational content.
- Has a generic value proposition.
- Would benefit from stronger conversion paths and more differentiated messaging.

Website Evaluation

CASE STUDY 1 OF 4 — WEBSITE EVALUATION



Evaluation Dashboard:

Overall: Strong ★★★★★

Category	Rating	Comments
Prompt Understanding	★★★★☆	Correctly interpreted the request.
Marketing Accuracy	★★★★★	Strong factual observations.
Strategic Reasoning	★★★★☆	Good analysis but limited competitive context.
Business Impact	★★★☆☆	Did not consistently connect observations to business outcomes.
Actionability	★★★★☆	Practical recommendations.
Executive Communication	★★★★☆	Clear and well organized.

Human Judgement Beyond the Model:

What the AI Got Right

- Strong trust signals
- Appropriate audience positioning
- Correctly flagged generic value proposition
- Useful content strategy
- Reasonable conversion recommendations

What the AI Missed

- Competitive differentiation
- Business objectives
- Customer journey
- Buyer psychology
- Prioritization
- Commercial impact

The Human-Refined Assessment

Sigma's website effectively establishes trust through its fiduciary positioning, experienced advisors, and regulatory transparency. However, it communicates credibility more effectively than differentiation.

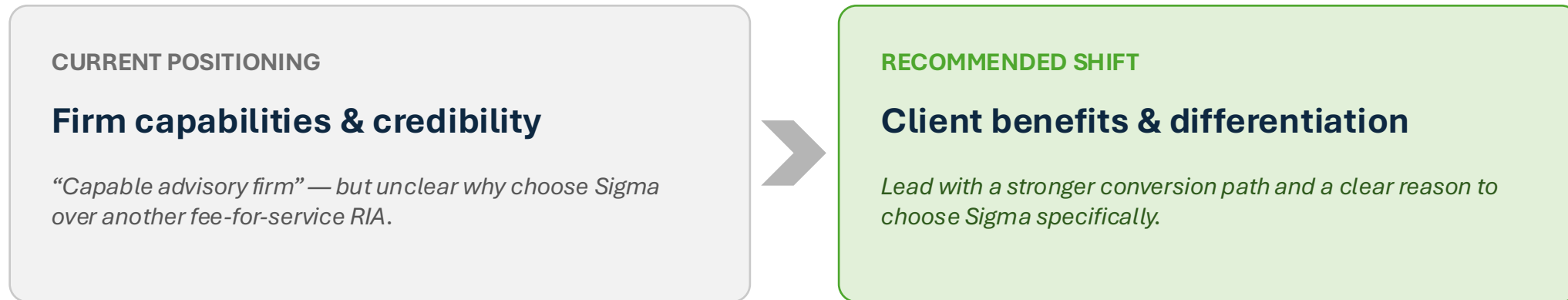
Prospective clients are likely to conclude that Sigma is a capable advisory firm but may struggle to understand why they should choose Sigma over another fee-only RIA.

The website also appears optimized for supporting referral-based relationships rather than generating new digital business. While its educational content reinforces expertise, it provides limited guidance for prospective clients who are comparing multiple advisory firms and are not yet ready to request a consultation.

The greatest opportunity is not redesign but repositioning. By shifting messaging from firm capabilities to client outcomes, clarifying its unique value proposition, and introducing a stronger conversion path, Sigma could transform the website from an informational resource into a more effective business development asset.

The Repositioning Opportunity

- The clearest, most actionable output of this evaluation: where Sigma's messaging is today, and where the evidence points next.



The greatest opportunity is not redesign — it’s a strategic repositioning.

Case Study #2:

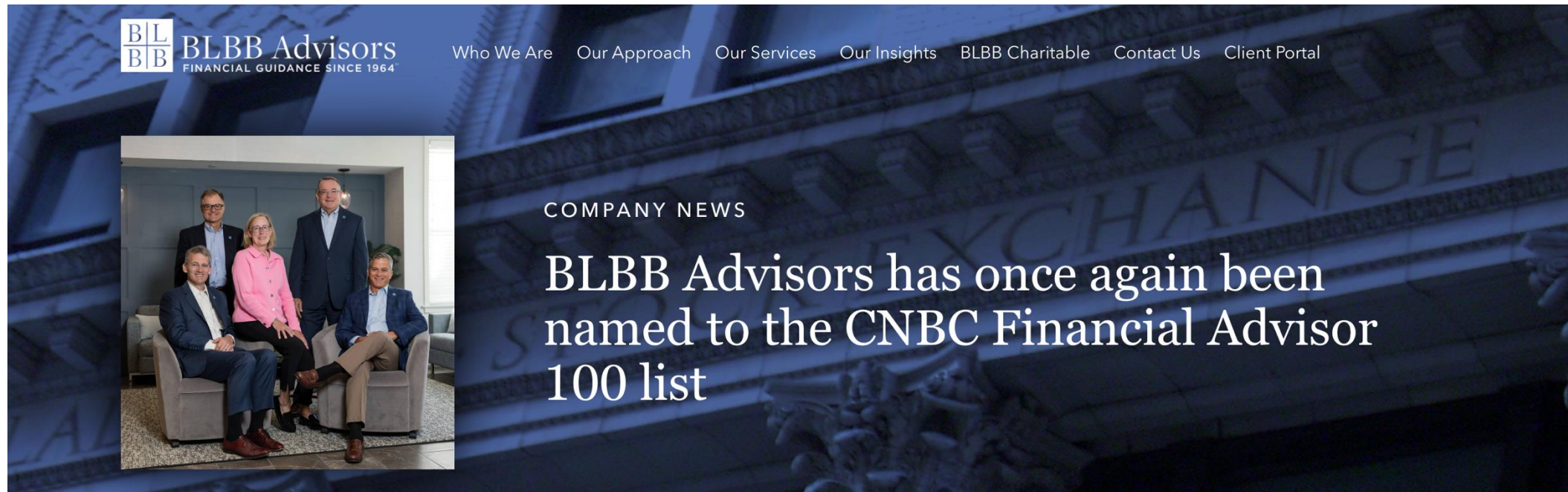
CASE STUDY 2/4 — CAMPAIGN REVIEW



Evaluating AI-Generated Marketing Analysis

Source: BLBB Advisors — CNBC FA 100 [Press Release](#)

AI Model: Claude | Prompt: *Evaluate this press release from a marketing perspective*



Summary

Claude concluded that the BLBB press release:

- Leads with credible third-party validation (CNBC ranking) and a good “third time” framing.
- Explains the ranking methodology, giving the claim substance.
- Closes on a client-first, relationship-focused note with a real team photo.
- Has a vague headline that buries the ranking number.
- Has no named executive quote, a generic CTA, and no shareable ranking graphic.

Campaign Review

CASE STUDY 2/4 — CAMPAIGN REVIEW



Evaluation Dashboard:

Overall: Strong ★★★★★☆

Category	Rating	Comments
Prompt Understanding	★★★★★	Thoroughly evaluated the marketing angle.
Marketing Accuracy	★★★★★	Every claim verified, down to page metadata.
Strategic Reasoning	★★★★☆	Solid critique; missed the differentiation angle.
Business Impact	★★★★☆	Explained tactical fact, not a competitive difference.
Actionability	★★★★☆	Concrete fixes: better headline, quote, CTA, graphic.
Executive Communication	★★★★★	Clear and concise.

Human Judgement Beyond the Model:

What Claude Got Right

- Verified, specific claims — down to page metadata (read time, modified date)
- Comprehensive tactical coverage: headline, quote, CTA, SEO, visual, distribution
- Correctly framed the conservative tone as an industry norm, not a flaw

What Claude Missed

- The bigger story: this copy matches the exact cliché pattern an [industry study](#) flagged for RIAs as “interchangeable brand language”
- Whether ranking-announcement PR is even the right content play for this firm
- The competitive/pricing-power stake of interchangeable messaging, not just a clear competitive advantage
- That its own fixes (add a quote, add a badge) would produce a more polished generic release, not a differentiated one

The Human-Refined Assessment

Claude's evaluation is accurate and genuinely useful at the tactical level — every fact it cites checks out, including details as granular as the page's own metadata. Where it misses the mark is on a strategic level: it treats this release as a well-executed-but-underdressed announcement, when the deeper issue is that its language is interchangeable with hundreds of other RIA press releases published the same week.

“Dedication,” “client relationships,” “commitment,” and “personalized” are not incidental word choices — they are the exact terms a 2026 industry brand study flagged as the wealth management sector's most overused, least differentiating language. An AI evaluating this release for polish will always suggest the same fixes: a stronger headline, a leadership quote, a shareable graphic.

None of those fixes address the actual gap. The opportunity here isn't a better-dressed version of the same message — it's using an earned-media moment to say something only BLBB could say.

The Differentiation Opportunity

- Polishing this release makes it a better version of generic. Only one direction clearly delivers differentiation.

CURRENT APPROACH

Polish the packaging

Add a quote, a badge, a sharper CTA — same message, better dressed.



RECOMMENDED SHIFT

Convey competitive differentiation

Use the earned-media moment to say something only BLBB could say.

The fix isn't better packaging — it's delivering a message a competitor couldn't match.

Case Study #3:

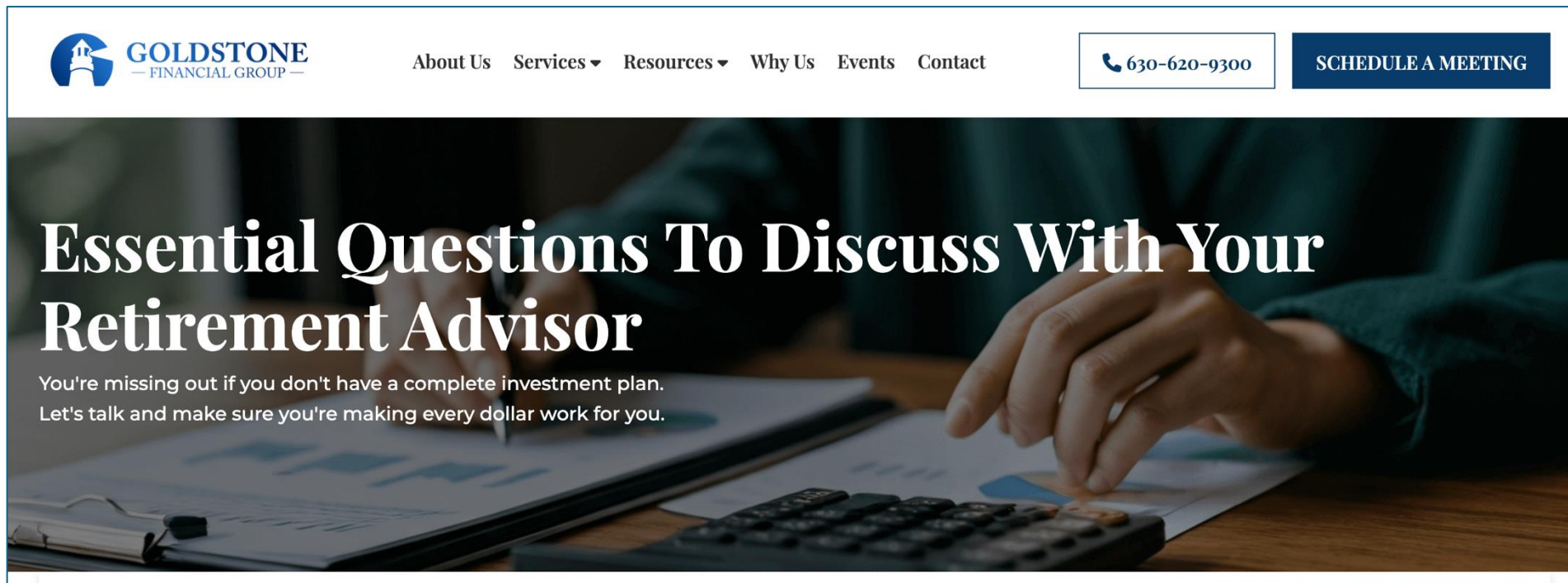
CASE STUDY 3/4 — THOUGHT LEADERSHIP



Evaluating AI-Generated Marketing Analysis

Source: Goldstone Financial Group — "5 Essential Questions" Thought Leadership [Article](#)

AI Model: ChatGPT | Prompt: *Evaluate this thought leadership piece from a marketing effectiveness perspective*





Summary

ChatGPT concluded that the Goldstone article:

- Scored 7 /10 overall — strong content marketing (8/10), only average thought leadership (5/10).
- Praises the reader-first framing and raises doubts about its competitors *"If your advisor can't walk you through a clear, step-by-step retirement planning process, that's a red flag"*
- Identifies the “Retirement Roadmap” as an ownable branded framework - It connects income, investments, tax strategies, healthcare and estate planning into one framework
- Says the piece lacks a distinctive point of view or original insight.
- Offers concrete rewrites: sharper headlines, a reframed thesis, restructured flow.

Thought Leadership Review

CASE STUDY 3/4 — THOUGHT LEADERSHIP



GOLDSTONE
— FINANCIAL GROUP —

Evaluation Dashboard:

Overall: Strong ★★★★★☆

Category	Rating	Comments
Prompt Understanding	★★★★★	Addressed marketing effectiveness, not just quality.
Marketing Accuracy	★★★★☆	Quotes verified accurate; missed the byline.
Strategic Reasoning	★★★★☆	Sharp content-vs-leadership split; missed authorship.
Business Impact	★★★★☆	Explained differentiation stakes clearly.
Actionability	★★★★★	Gave verbatim rewrites: headlines, thesis, structure.
Executive Communication	★★★★★	Clear, organized, scored rubric included.

Human Judgement Beyond the Model:

What ChatGPT Got Right

- Correctly separated content-marketing effectiveness from true thought leadership
- Verified, accurate quotes and a clear structural breakdown of the piece
- Concrete, usable rewrite suggestions: headlines, thesis, restructured flow
- Identified the Retirement Roadmap as underused ownable IP

What ChatGPT Missed

- Never checked who wrote it — The article appears to have been produced as part of a professionally managed content-marketing program, likely involving outside marketing support, rather than functioning as individually authored thought leadership from a Goldstone executive or advisor.
- Treated the missing point of view as a writing problem, not a provenance problem
- Its own fix assumes in-house expertise the byline itself contradicts
- Didn't flag Goldstone's own disclosure of paying for third-party media placement



The Human-Refined Assessment

ChatGPT's marketing-strategy read is the most sophisticated of the four AI evaluations in this portfolio.

The content-marketing-versus-thought-leadership split is a real, useful distinction, and its rewrite suggestions — sharper headlines, a reframed thesis, a restructured flow — are genuinely actionable.

But the analysis operates one level too shallow. It debates at length whether the piece contains an original idea, without ever asking whether an original idea was structurally possible given who in fact wrote it. The page's own metadata answers that question directly: the piece is credited to a third-party SEO vendor, not Goldstone's team.

That's not a copy problem rewrite advice can fix. You can't edit your way to a point of view that no one at the firm ever created.

The Provenance Gap

- Rewriting the argument only helps if someone at the firm actually wrote it.

CURRENT APPROACH

Polish the argument

Sharper headlines, a reframed thesis — good advice for content the firm actually wrote.



RECOMMENDED SHIFT

Verify who's behind it

Confirm real in-house expertise sits behind the piece before sharpening its point of view – to enhance trust and credibility.

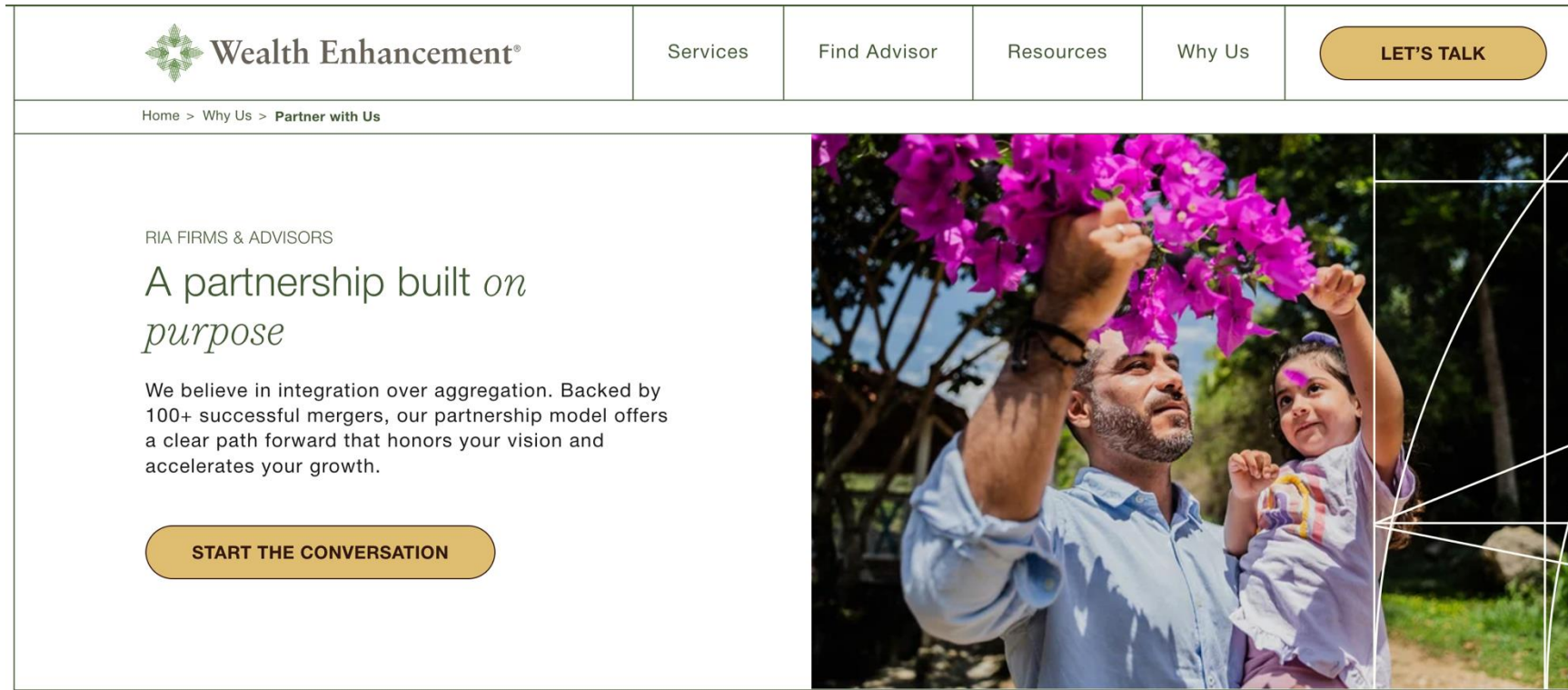
The fix isn't creating a better argument — it's making sure someone at the firm originated the thinking.

Case Study #4:

Evaluating AI-Generated Marketing Analysis

Source: Wealth Enhancement Group — "Partner with Us" [Executive Presentation](#)

AI Model: Google Gemini | Prompt: *Evaluate this RIA presentation from a marketing effectiveness perspective*



Summary

Gemini concluded that the Wealth Enhancement page:

- Is a “masterclass in B2B service marketing” — scored 9/10, “Excellent.”
- Praises the “Integration over aggregation” tagline as a strong differentiator.
- Highlights social proof — testimonials, deal count, awards — as the page’s strongest element.
- Calls the three-way comparison model “excellent” for helping prospects visualize the offer.
- Suggests minor A/B tests: a video transcript, a downloadable whitepaper, footer balance.

Exec Review

CASE STUDY 4/4 — EXECUTIVE PRESENTATION



Evaluation Dashboard:

Overall: Adequate ★★★★★

Category	Rating	Comments
Prompt Understanding	★★★★★	Applied named B2B frameworks clearly.
Marketing Accuracy	★★★★☆☆	Praised the comparison model — it's broken.
Strategic Reasoning	★★★★☆☆	Sound logic; missed the outsourced CEO quote.
Business Impact	★★★☆☆☆	Missed the highest-stakes, easiest fix.
Actionability	★★★★☆☆	Valid but lower priority than the real issue.
Executive Communication	★★★★★	Clear, framework-driven, confident verdict.

Human Judgement Beyond the Model:

What Gemini Got Right

- Applied real, named B2B marketing frameworks — the most structured of the four reviews
- Correctly identified accurate, verifiable social proof: testimonials, deal count, awards
- Named “Integration over aggregation” as a genuine differentiator versus roll-up competitors

What Gemini Missed

- Praised the comparison-model graphic as “excellent” without noticing all three images are broken
- Never flagged that the strongest executive proof point links out to a paywalled Barron's article
- Never checked the site's own public /ai-instructions page — directly relevant to an AI review
- Gave a confident 9/10 verdict without verifying the page's core visual actually renders

The Human-Refined Assessment

Gemini's evaluation is the most professionally structured of the four AI reviews in this portfolio — real B2B marketing frameworks, applied cleanly, ending in a confident numeric verdict. It also scored the lowest once verified, because it is the one review that most needed a human to actually load the page and look.

The single most important asset on this page is the model comparison meant to overcome an RIA owner's biggest fear: losing their identity in a roll-up. Gemini called it excellent. It doesn't render. All three images are broken on the live website pages today.

A well-organized evaluation of something you haven't verified is still confidently wrong. The more fluent and structured an AI's evaluation sounds, the more it can disguise the one check no model performed: did anyone navigate the links to make sure they work?

The Verification Gap

- A confident score means nothing if no one checked whether the page's best feature actually works.

CURRENT APPROACH

Trust the framework

Apply sound marketing principles to the content exactly as described.



RECOMMENDED SHIFT

Verify that linked pages are live

Confirm every praised element fully renders before scoring it.

The best AI evaluations still need a human to hit refresh and look at the linked content to make sure it renders.

Portfolio Summary

What This Demonstrates

This evaluation demonstrates the ability to assess AI-generated marketing analyses for factual accuracy, strategic reasoning, business relevance, and executive usefulness while identifying opportunities where human judgment improves the quality, actionability, and business value of the final assessment.

Let's Work Together

Available for Contract Work

I'm currently seeking contract work in AI training, evaluation, and AI-company marketing — including roles focused on rating model outputs, writing evaluation rationale, and assessing business and marketing content. Availability: immediate.

M: 917.592.3098

Email: cabelt@saggcreek.com

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