






























# Hi there!

Sales and Marketing  
AI-Workshop

Daniel de Carvalho  
(former Scout24 / SMG)

# FoodAI

Select the ingredients you want to use, and our AI will give you recipes to make with some of those ingredients. Then click on the button below to get your recipe.

 apple	 avocado	 banana	 bacon	 bread	 broccoli	 butter	 carrot	 cheese
 chicken	 corn	 cucumber	 egg	 eggplant	 fish	 garlic	 honey	 lemon
 lettuce	 meat	 milk	 mushroom	 olive	 onion	 orange	 peach	 peanuts

New Update SlidesAI now supports 100+ languages →

# Create Presentation Slides with AI in seconds

Say goodbye to tedious, manual slides creation. Let the AI create professional, engaging slides from any text in no time.

10:19



## Cats

Custom Lingo



Neighborhood Cat



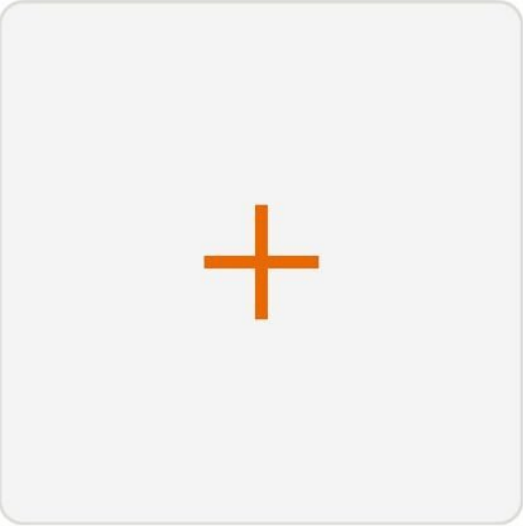
Cookie

Angora  
Adult (3 to 6 years)



Gus

Junior (7 months to 2 yea...



Add a Cat





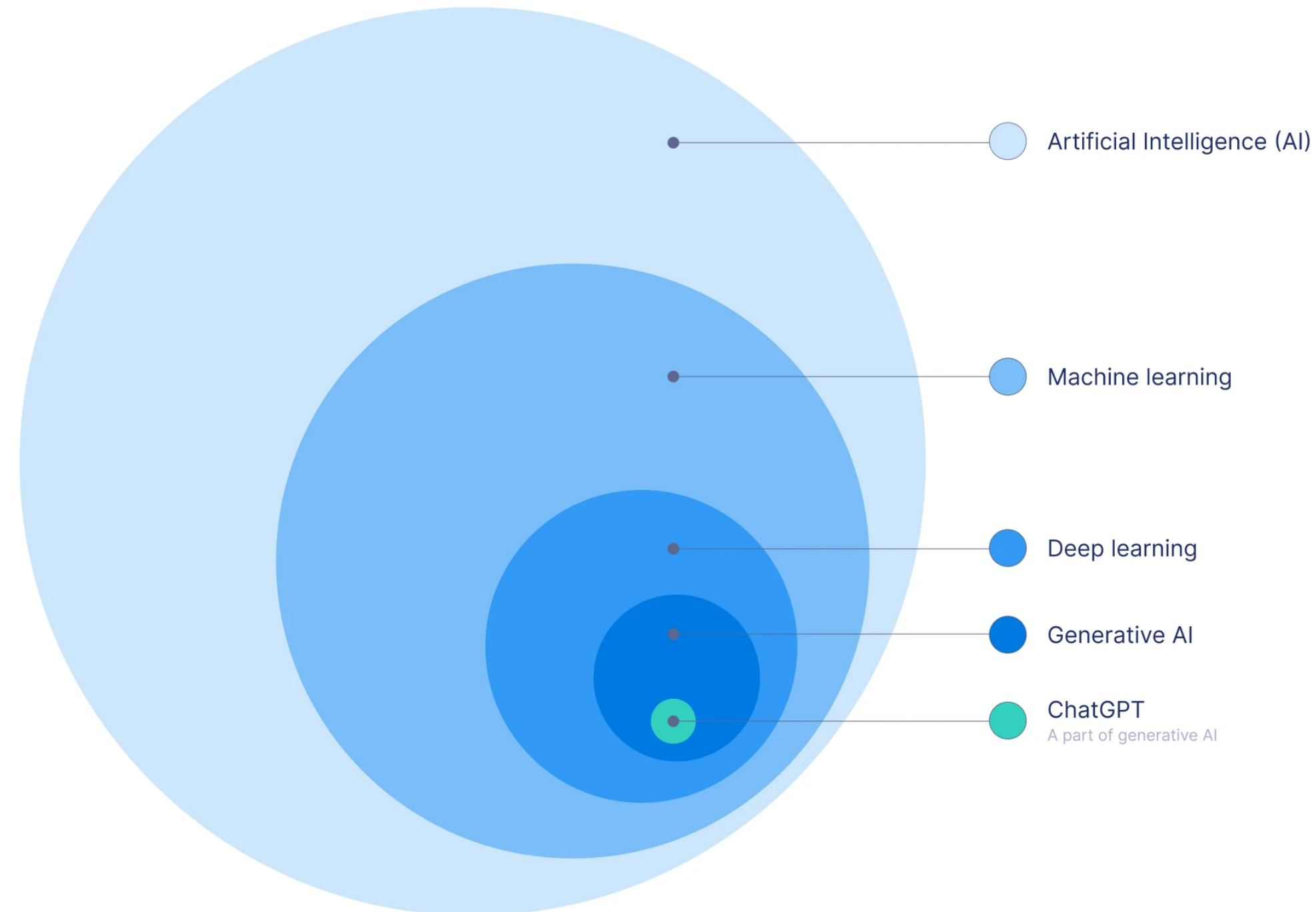
Tender beginnings @ S24

How to AI in Mkt

How to AI in Sales

Learnings?

# The AI Spectrum: Unveiling Layers of Intelligent Systems



Tender beginnings @ S24

How to AI in Mkt


How to AI in Sales





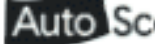








Learnings?

# Baby steps & toddler steps



# Baby steps & toddler steps



smg   swiss marketplace group		 Real Estate	 Automotive	 General Marketplaces	 Finance & Insurance
		 homegate.ch	 CAR FOR YOU	 tutti.ch	 Finance Scout24
		 Acheter-Louer.ch	 Auto Scout24	 anibis.ch	
		 Immo Scout24	 Moto Scout24	 Ricardo	
		 IAZI CIFI			
		 ImmoStreet.ch			
		 CASASOFT			
		 home.ch			
		 PUBLIMMO			

# Baby steps & toddler steps



**Midjourney**



# Baby steps & toddler steps





# Baby steps & toddler steps



# Offer side

---

Listing creation

FAQ chat

Data analysis

# Demand side

---

Search interface

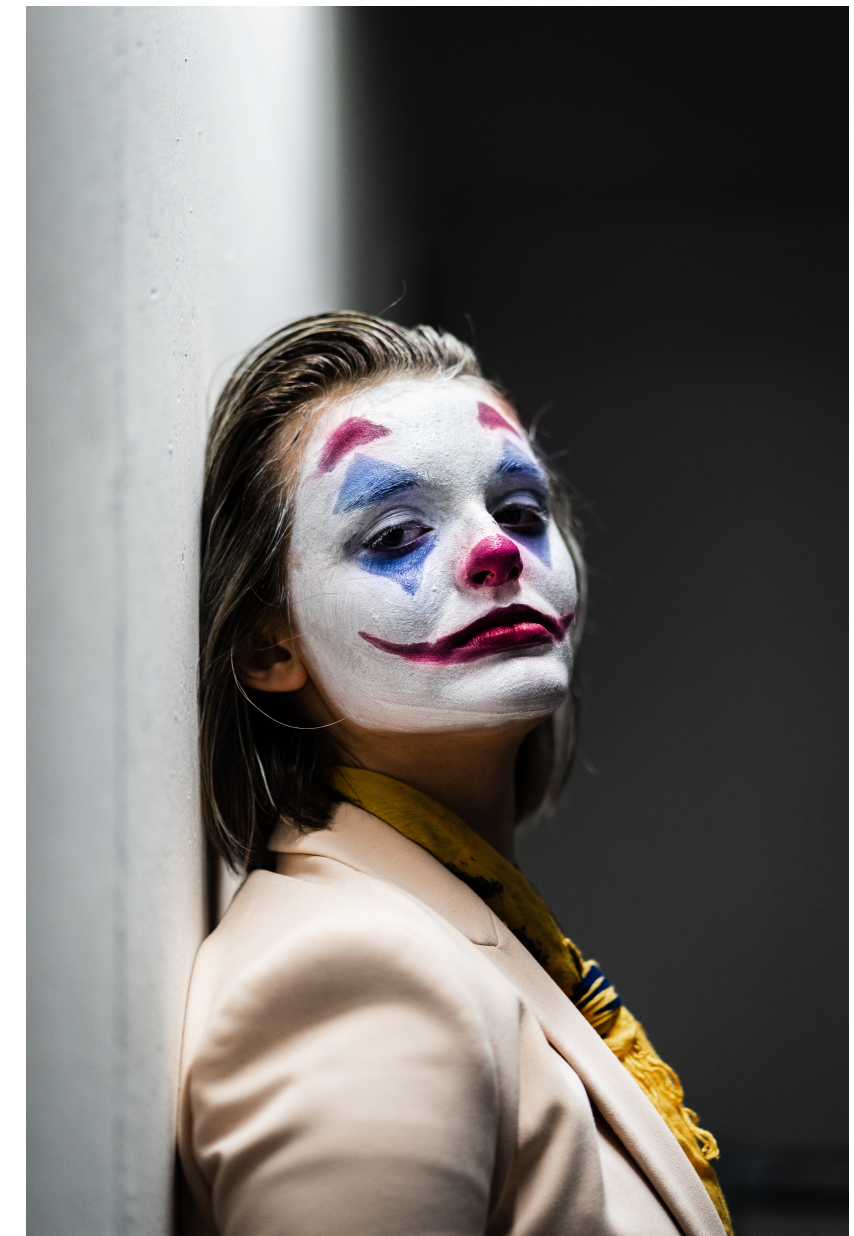
Virtual viewing

Personalised  
content





insert word cloud marketing







- Lead identification (M/A/B testing, SEO strategies)
- Real-time optimization (Personalized outreach)
- Dynamic content (chatbots, virtual assistants)
- Up/cross-selling collateral (via usage patterns, support tickets)
- Success analytics (continuous churn modeling)
- Dynamic customer journey mapping (automated critical touchpoints)
- Nurturing marketing workflows (sales pipeline, negotiation campaigns)
- Predictive pricing
- Sales coaching (hyper-personalized training)







# Conclusion / Findings



- <https://blog.hubspot.com/marketing/ai-marketing-tools>
- <https://www.prnewsonline.com/brand-reputation-and-generative-ai-misinformation/>
- <https://theconversation.com/virtual-influencers-meet-the-ai-generated-figures-posing-as-your-new-online-friends-as-they-try-to-sell-you-stuff-212001>



# Thanks!

Stay in touch!

[danieldecarvalho@me.com](mailto:danieldecarvalho@me.com)

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