



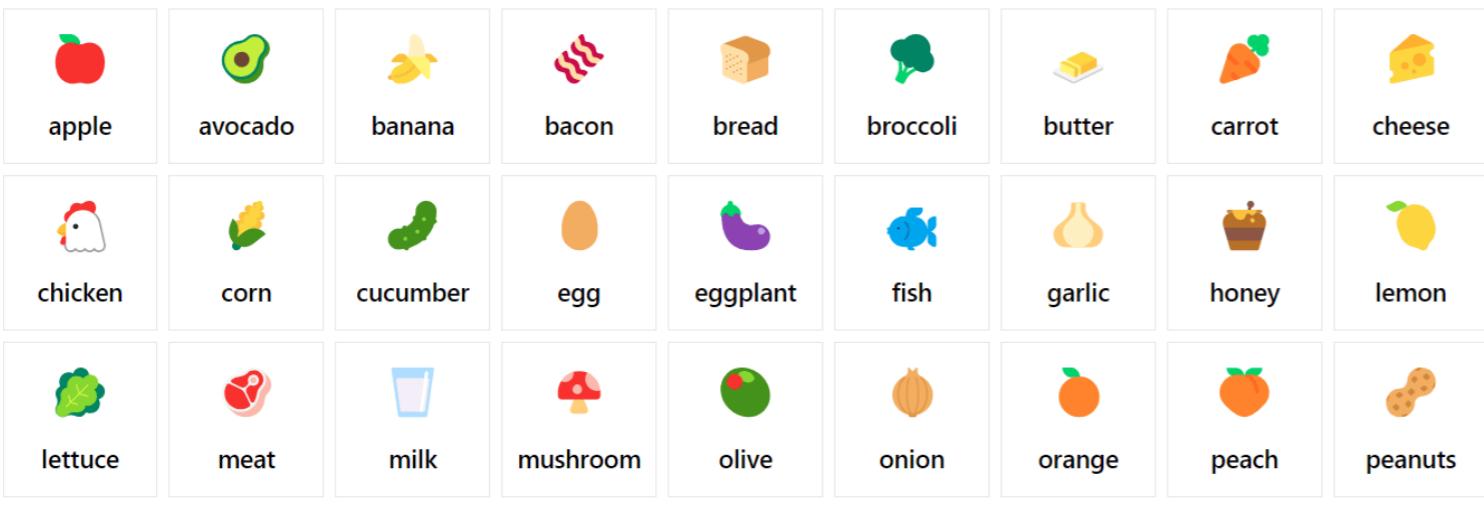
# Hi there!

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.



## Cats

## Custom Lingo



Neighborhood Cat



Cookie

Angora

Adult (3 to 6 years)



Gus



Add a Cat

Junior (7 months to 2 yea...

## 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.

New Update SlidesAI now supports 100+ languages →



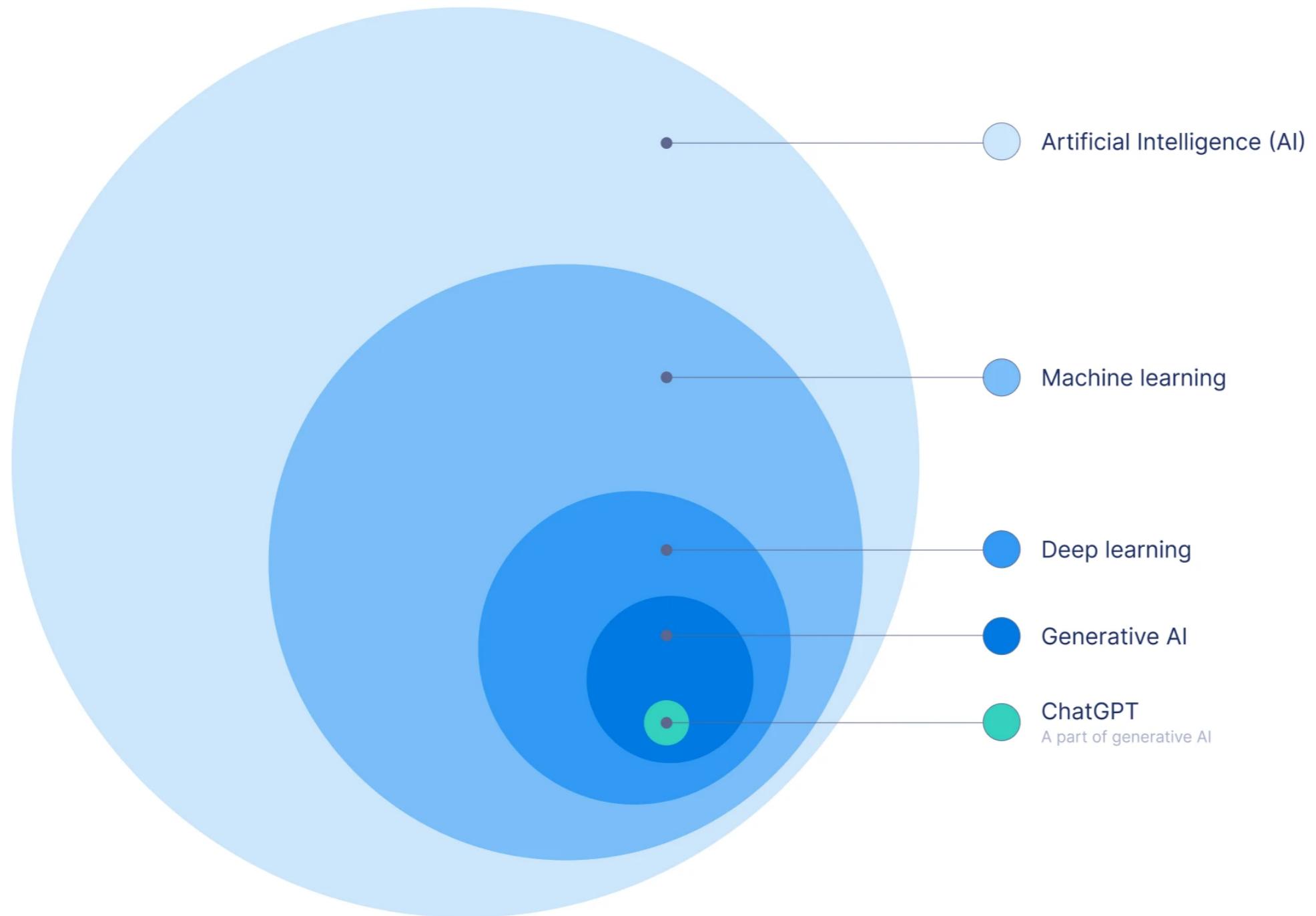
Tender beginnings @ S24

How to AI in Mkt

How to AI in Sales

Learnings?

# The AI Spectrum: Unveiling Layers of Intelligent Systems



Tender beginnings @ S24

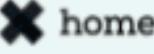
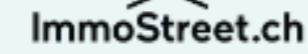
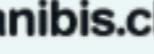
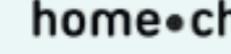
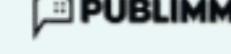
How to AI in Mkt

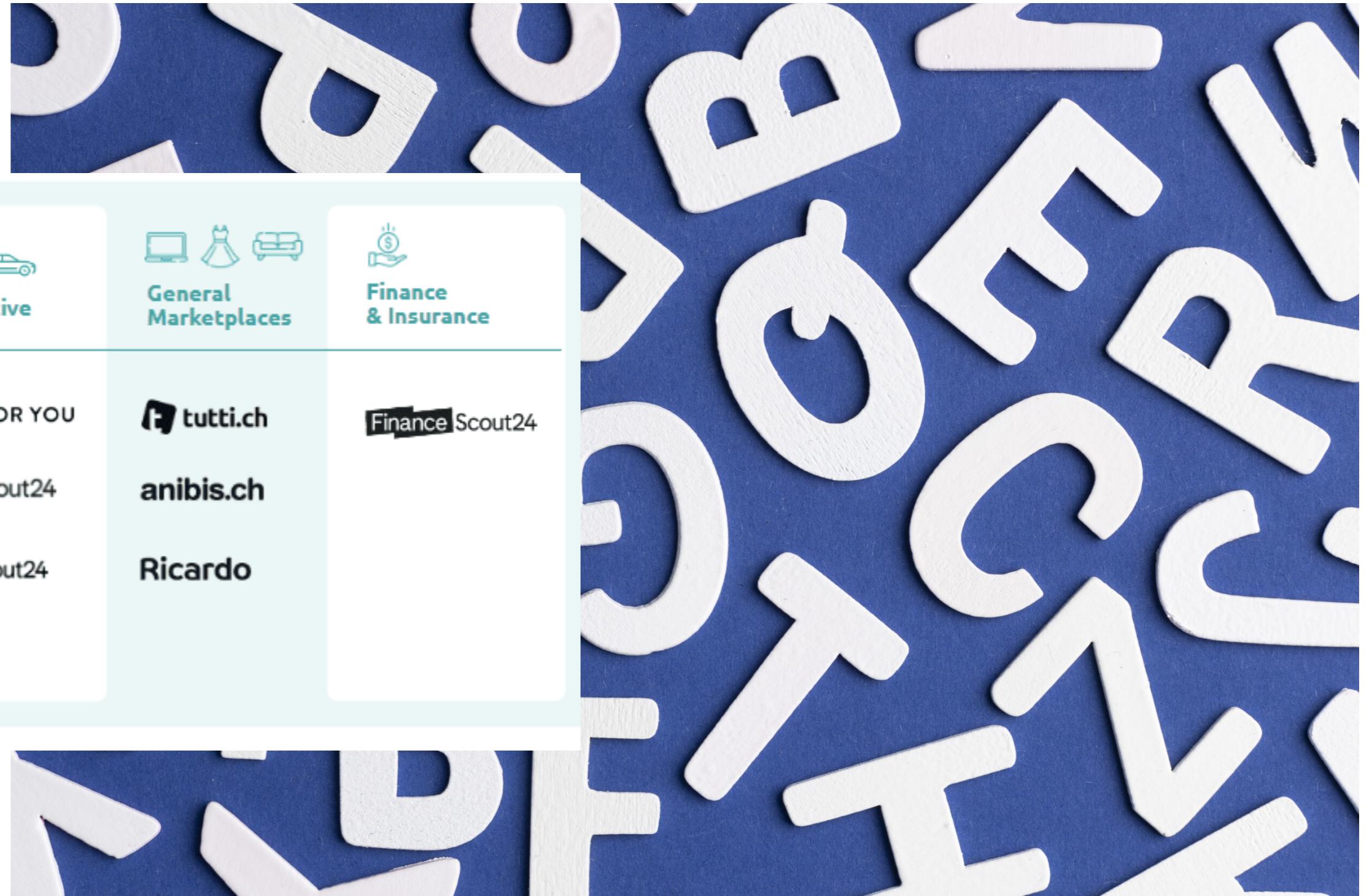
How to AI in Sales

Learnings?

# Baby steps & toddler steps

# Baby steps & toddler steps

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



# Baby steps & toddler steps



Midjourney

# Baby steps & toddler steps



# Baby steps & toddler steps



# Offer side

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Listing creation

FAQ chat

Data analysis

# Demand side

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Search interface

Virtual viewing

Personalised content

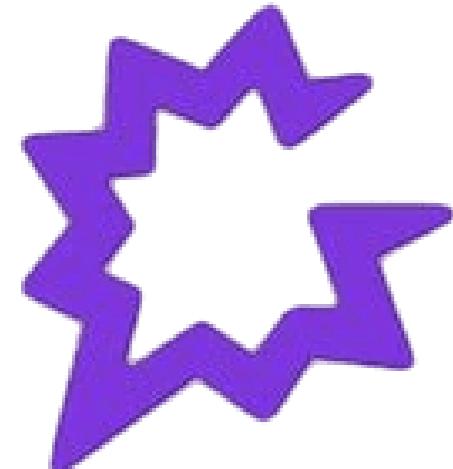


insert word cloud marketing



lumen5

adverity



GONG



Friendly



Warmbox





- 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!

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