

# Smart Homes, Smart Sales

**AI's Role In Marketing and Selling Manufactured Homes**

**David Finney**  
owner, errand boy, and dad joke curator at Bild Media



# My Story



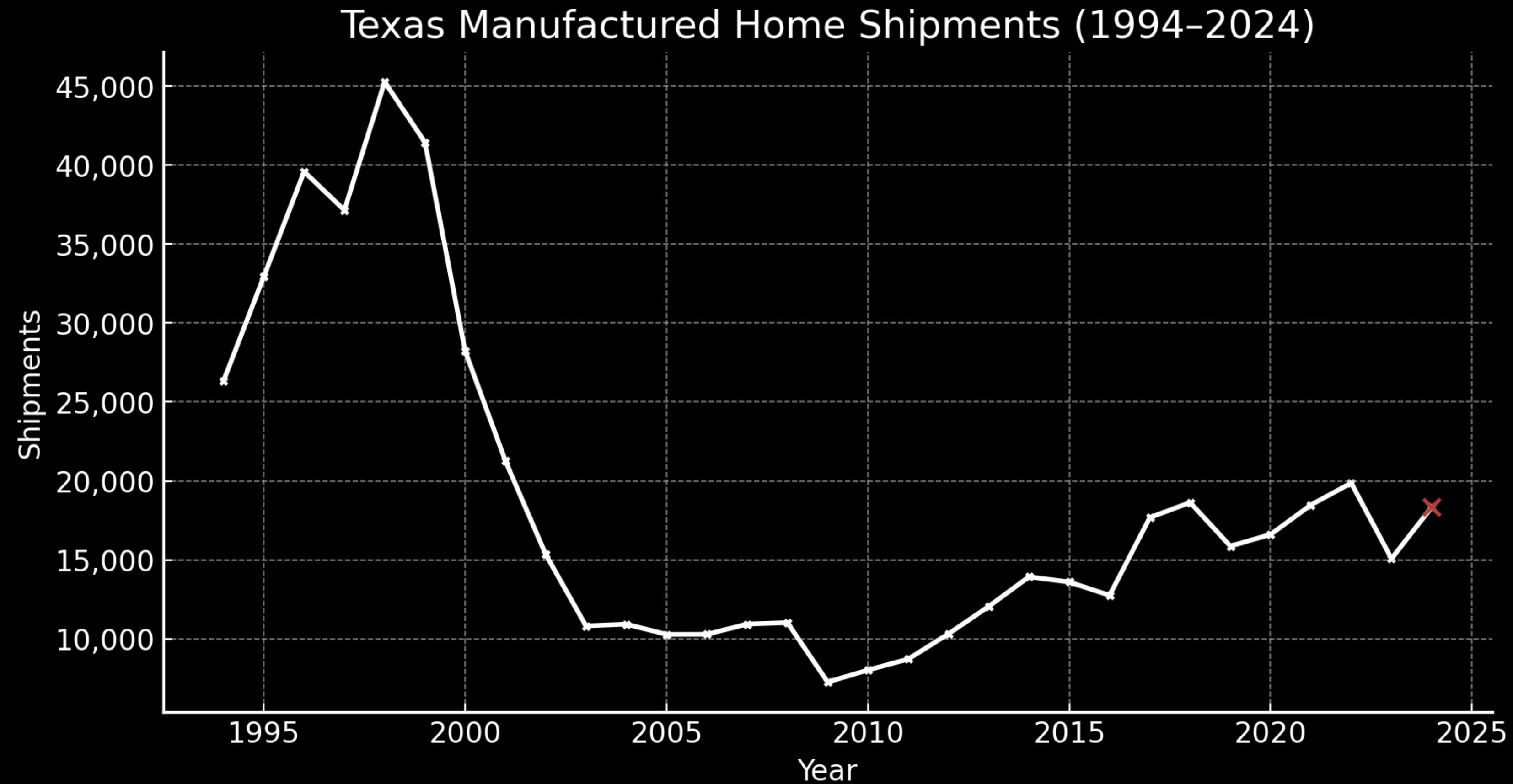
**Questions? Text me: 573-233-5302**



# Bild Media

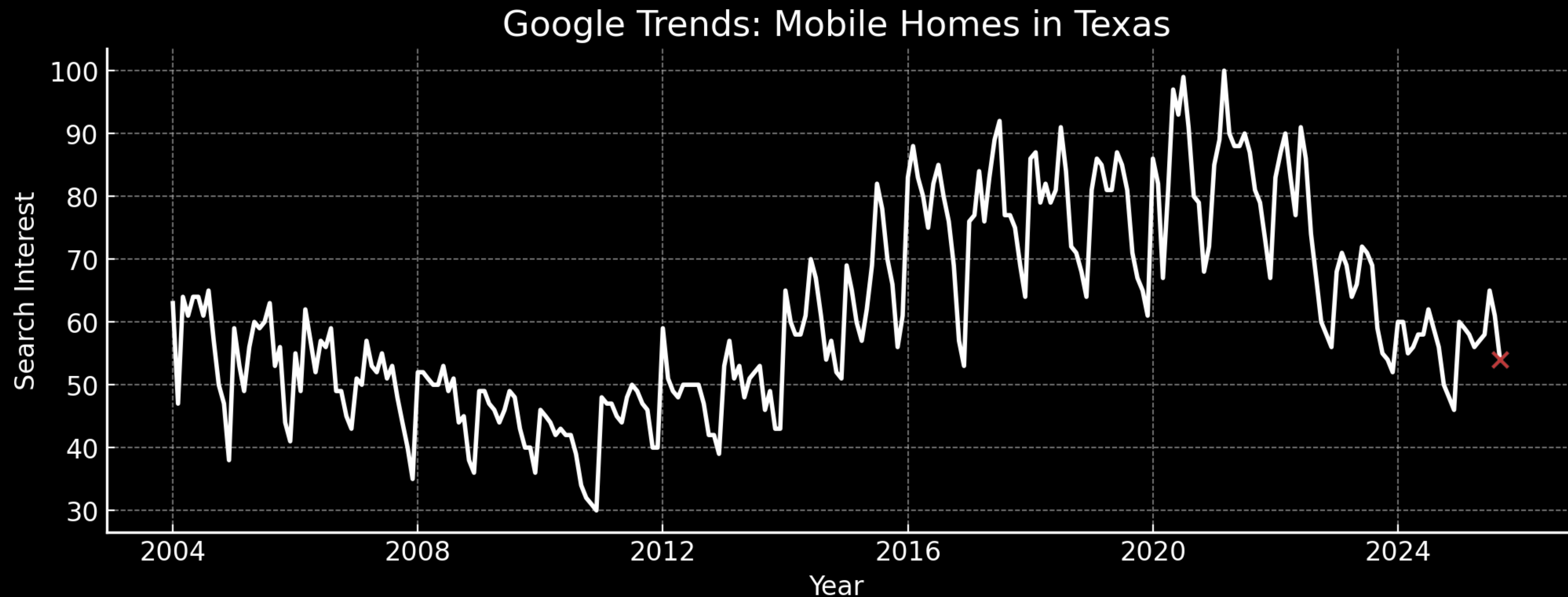
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# TX Shipments



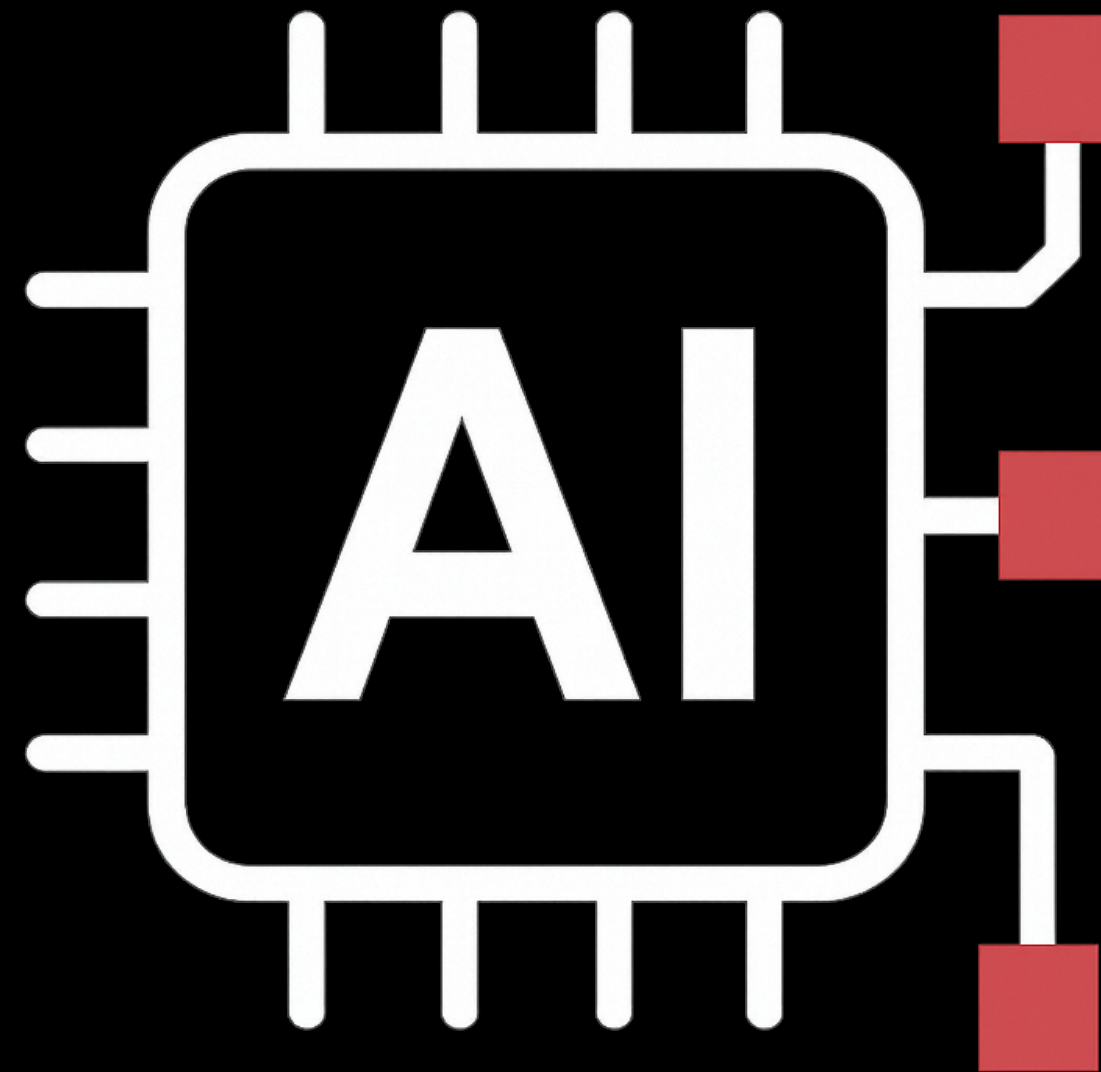
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# TX Google Trends



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# What is AI?



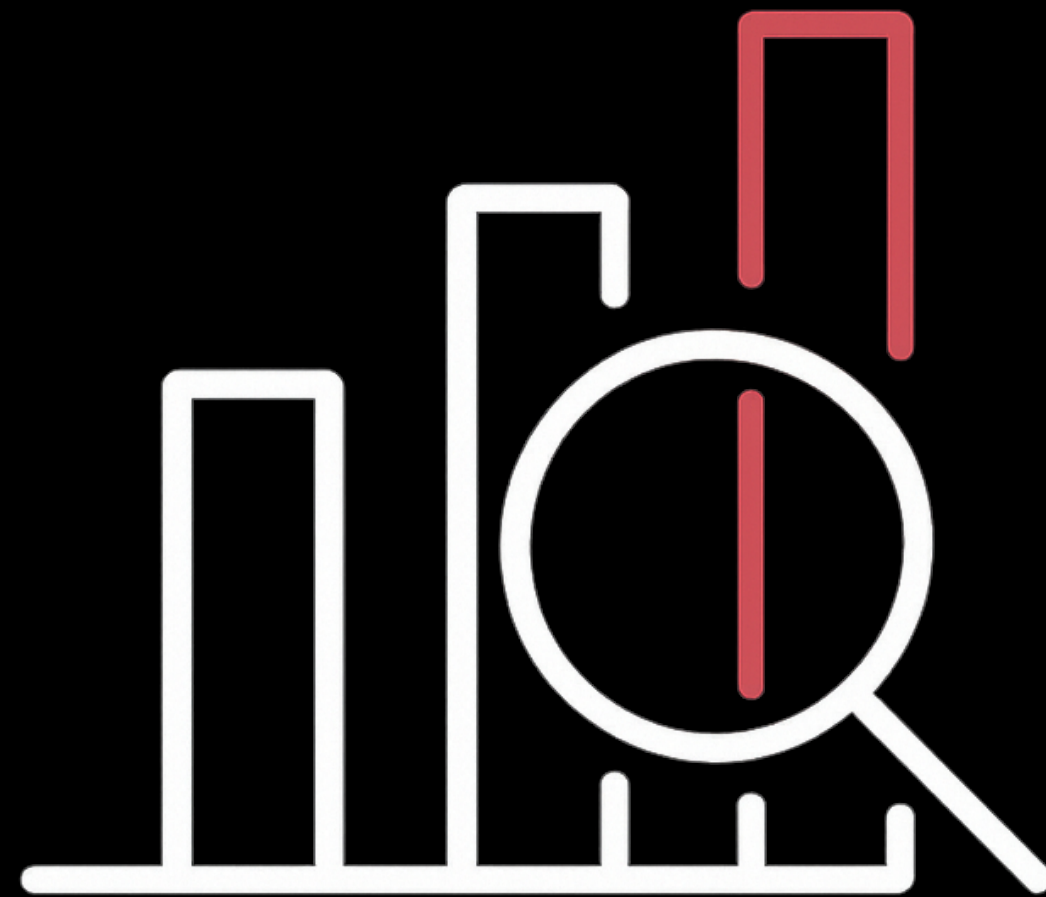
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# Generative AI



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# Descriptive AI



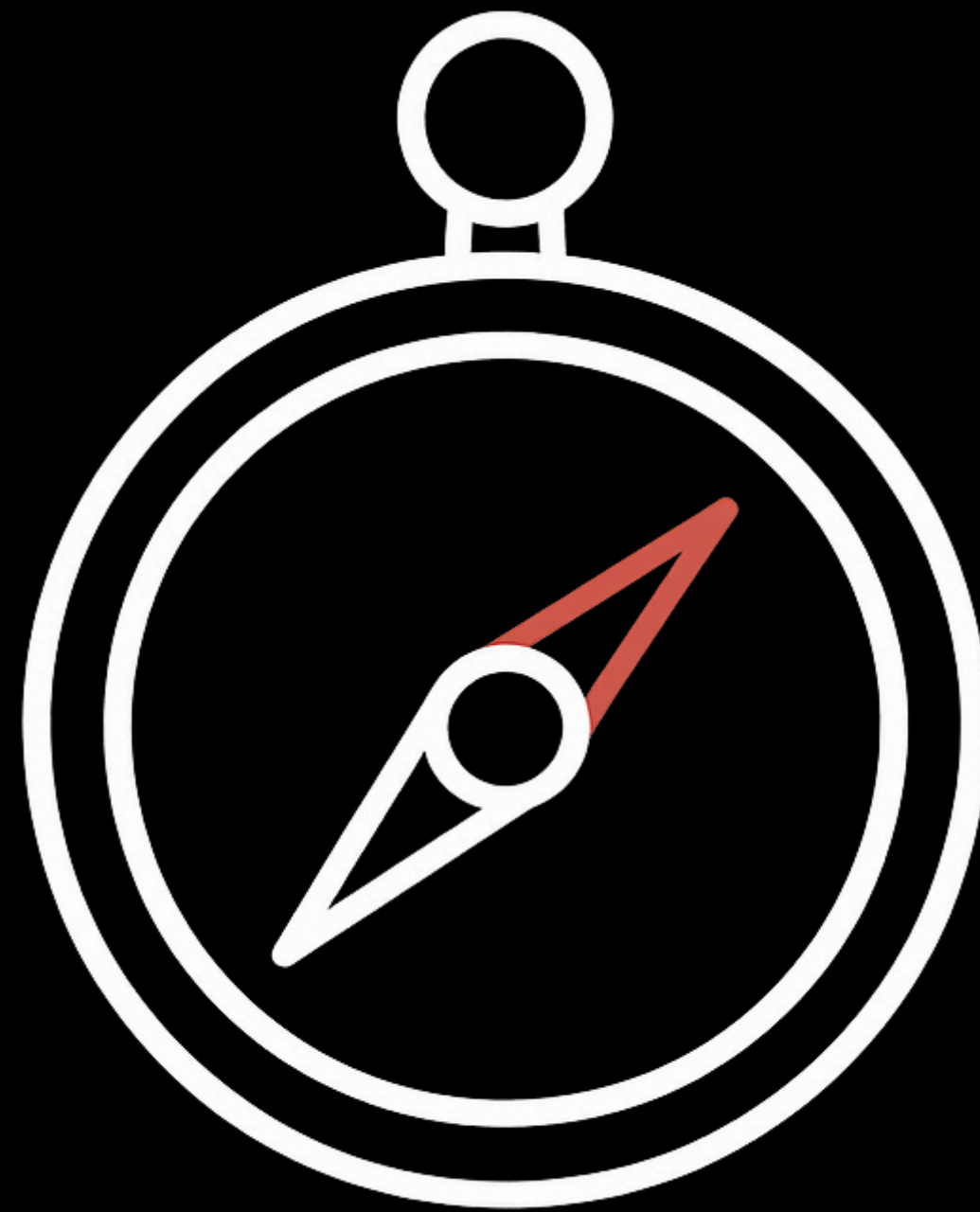
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# Predictive AI



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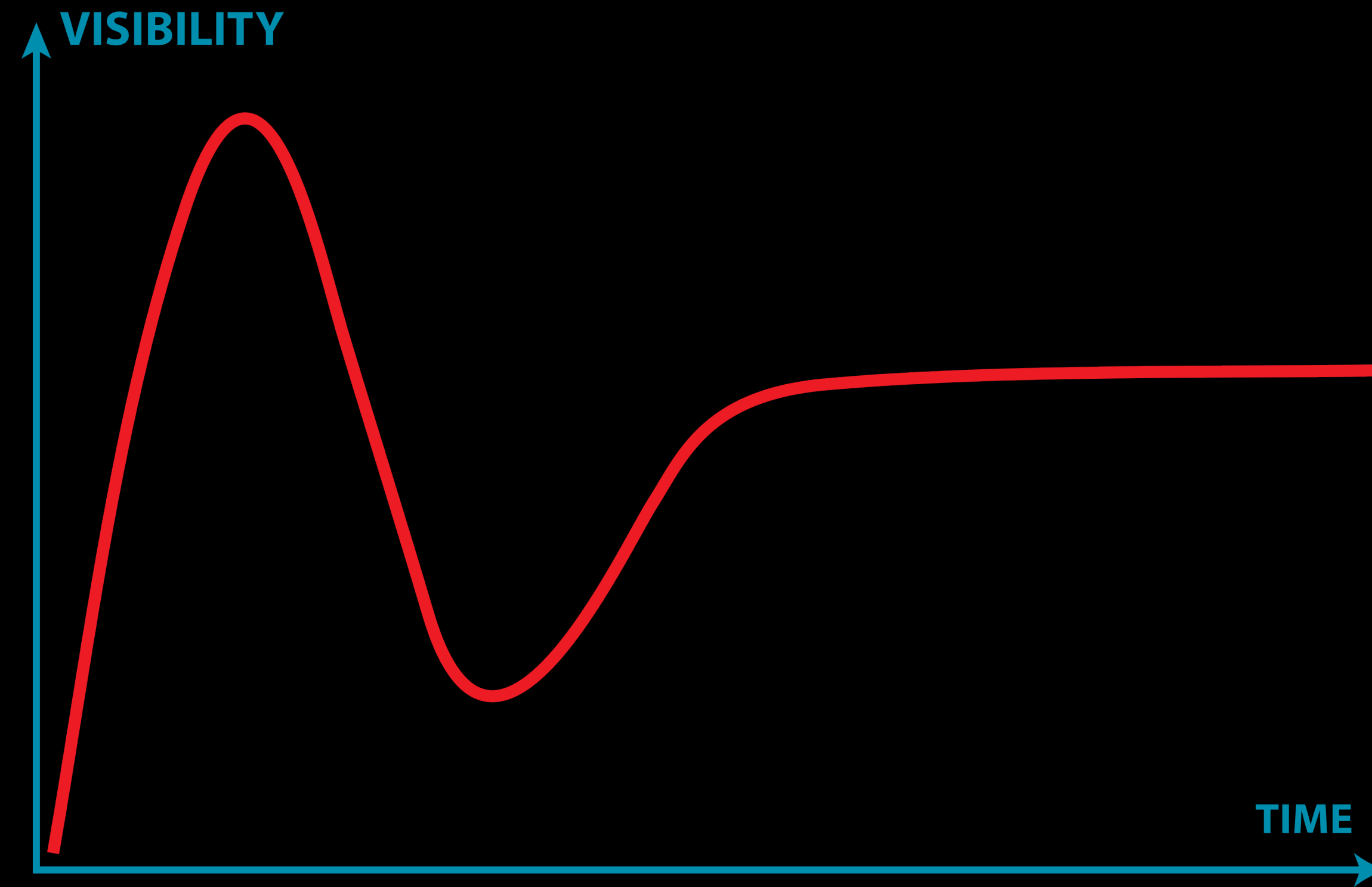
# Prescriptive AI



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# Gartner Hype Cycle



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# Bad News



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# Good News



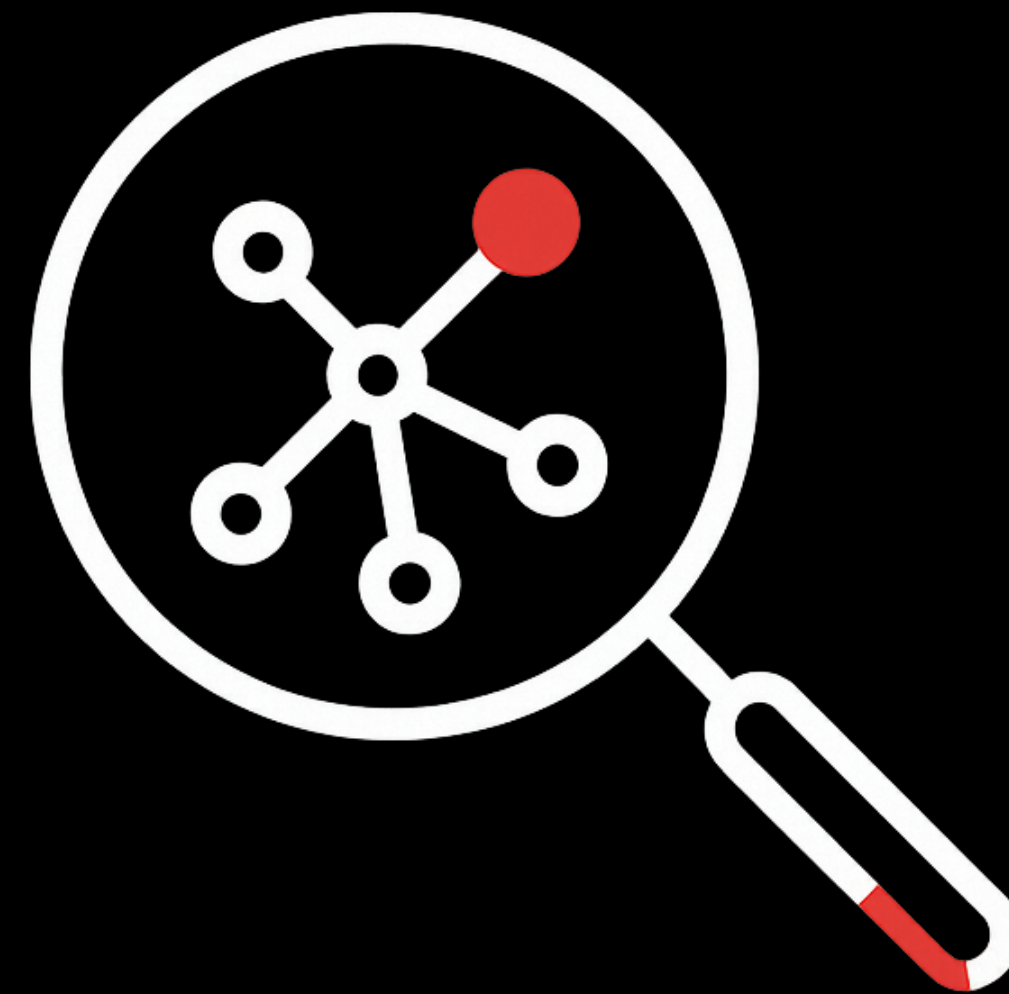
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# Can it help?



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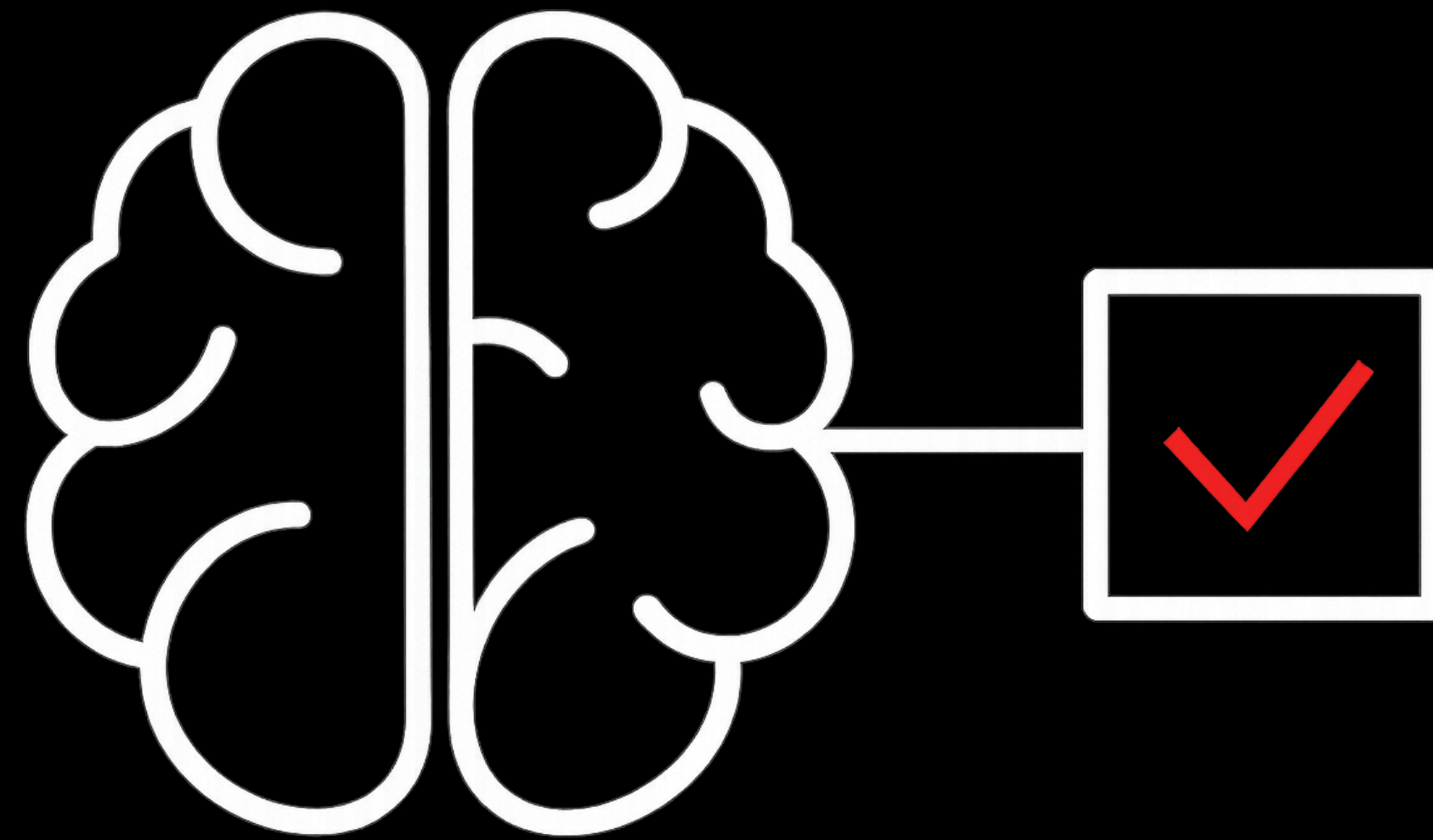
# AI Search Engine Optimization



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# Advantage:

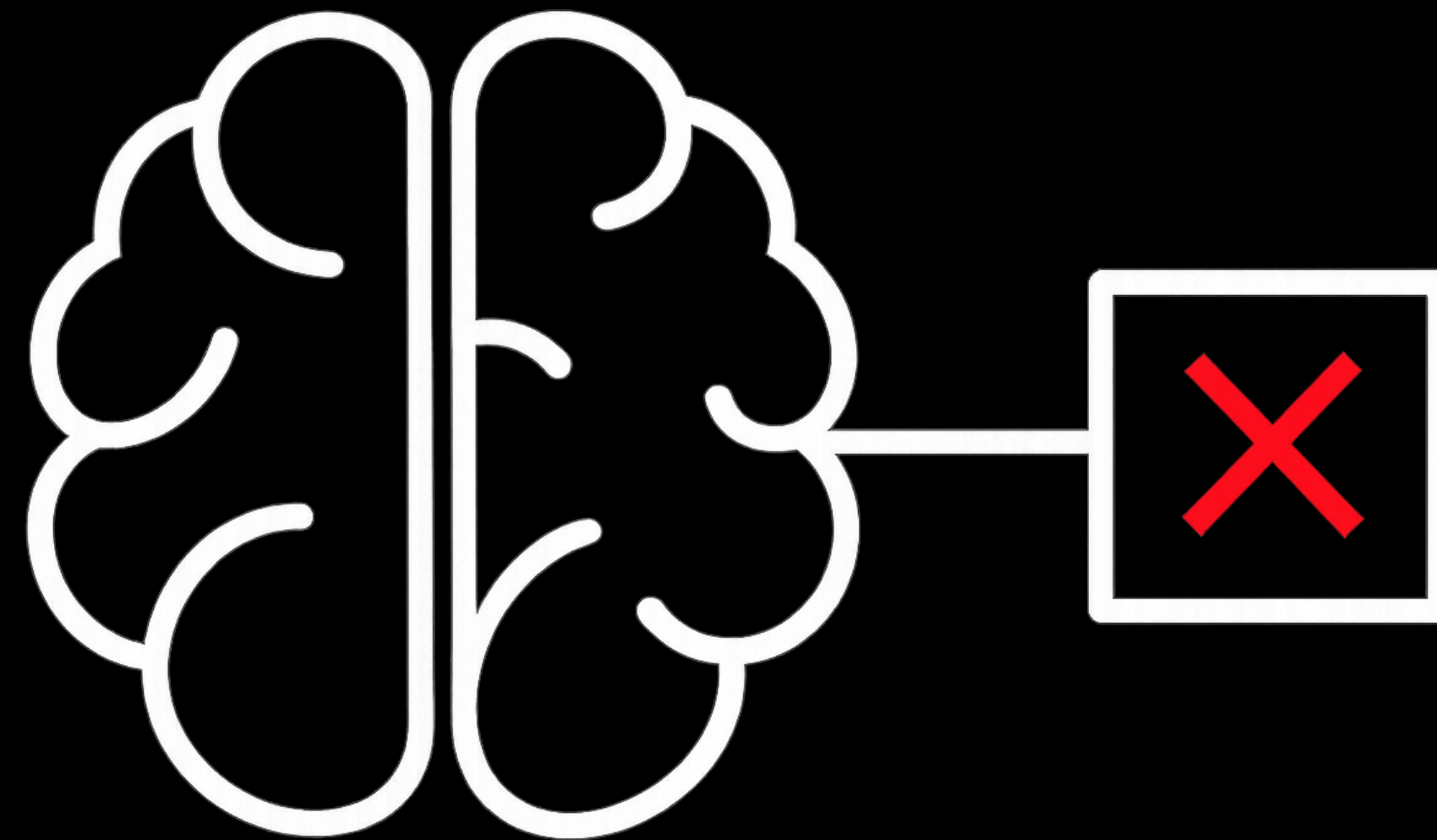
## Logic and Reason



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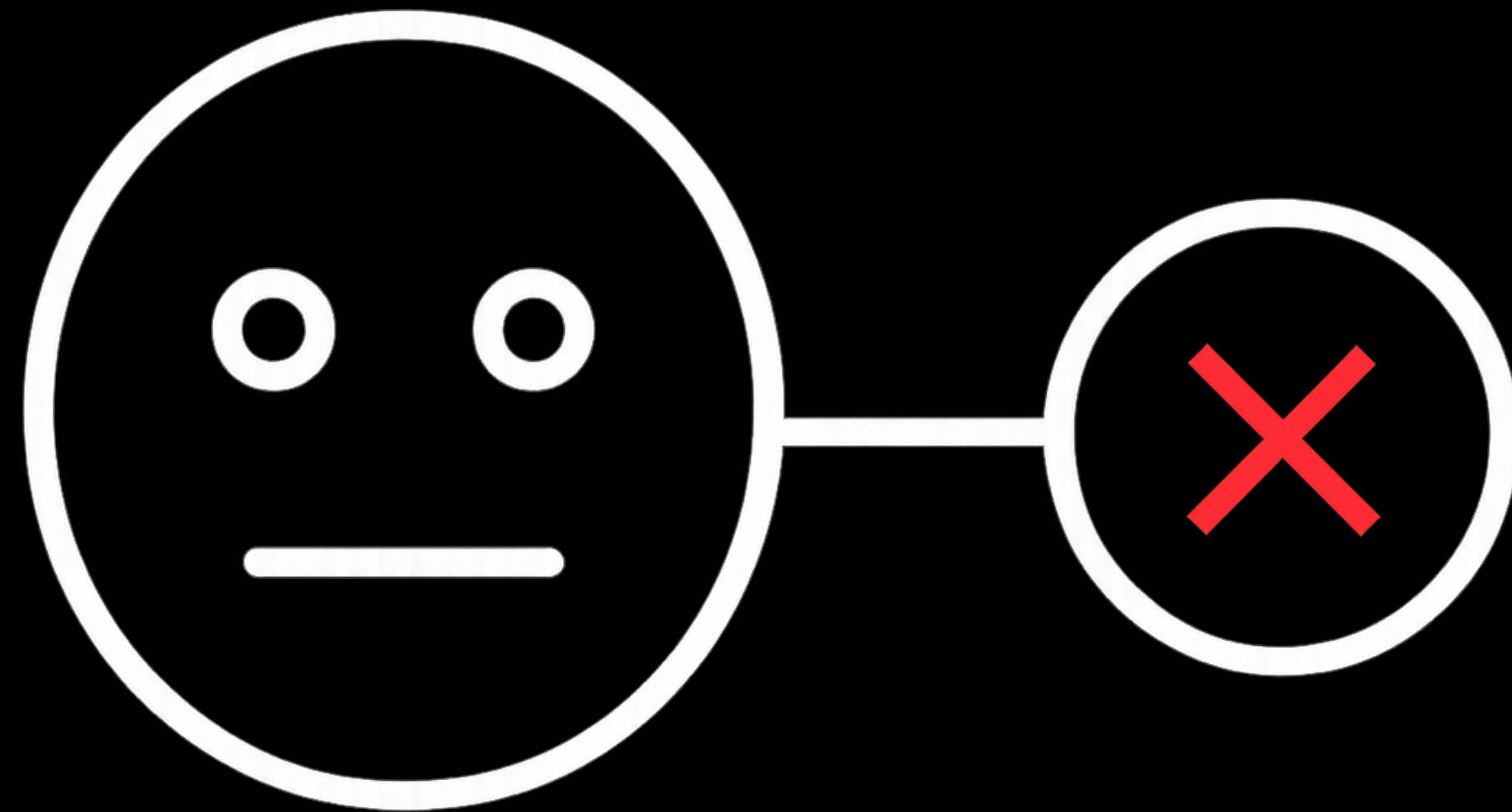
# Disadvantage

## Logic and Reason



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# No emotion, or story



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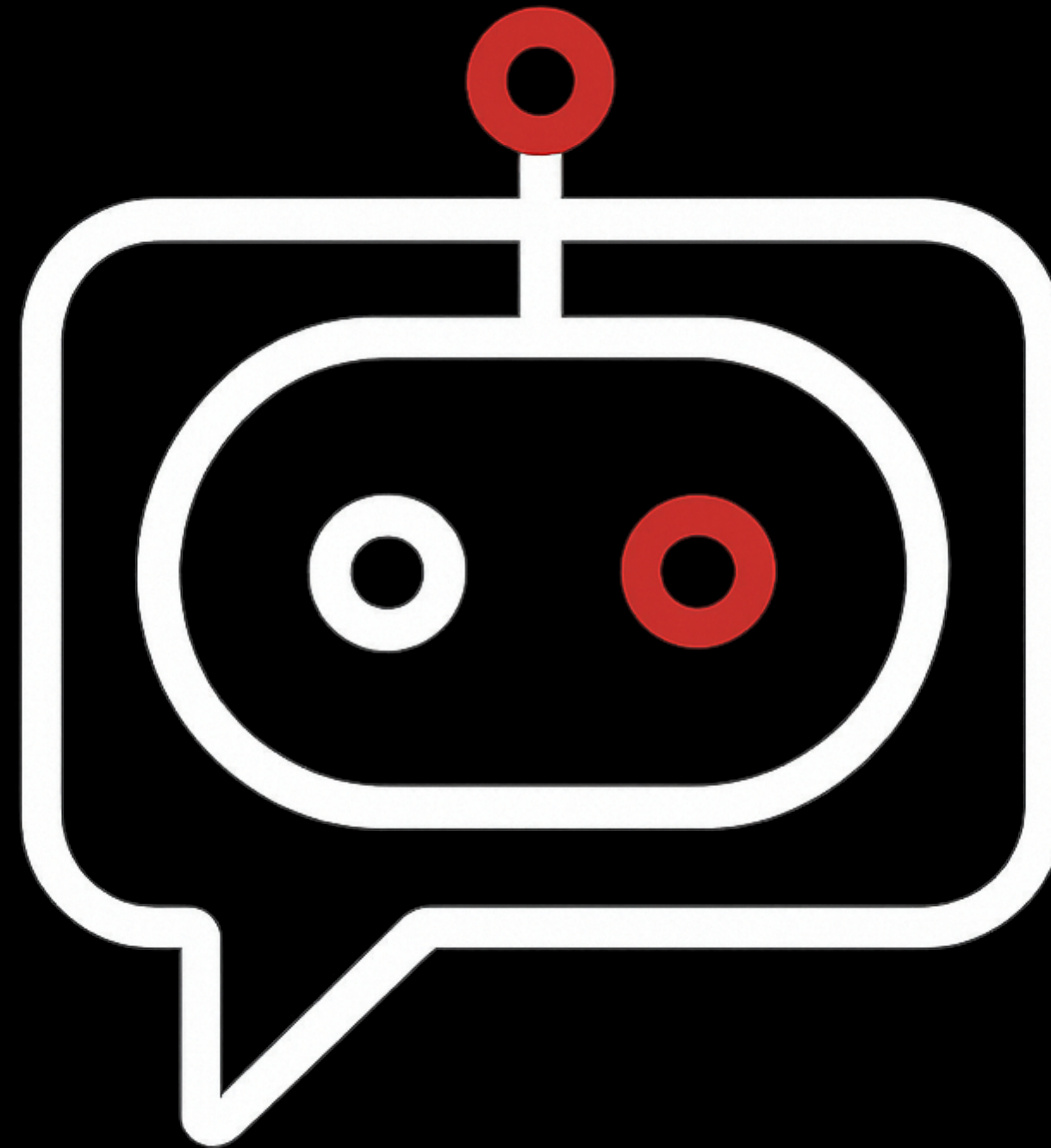


# Why a story?



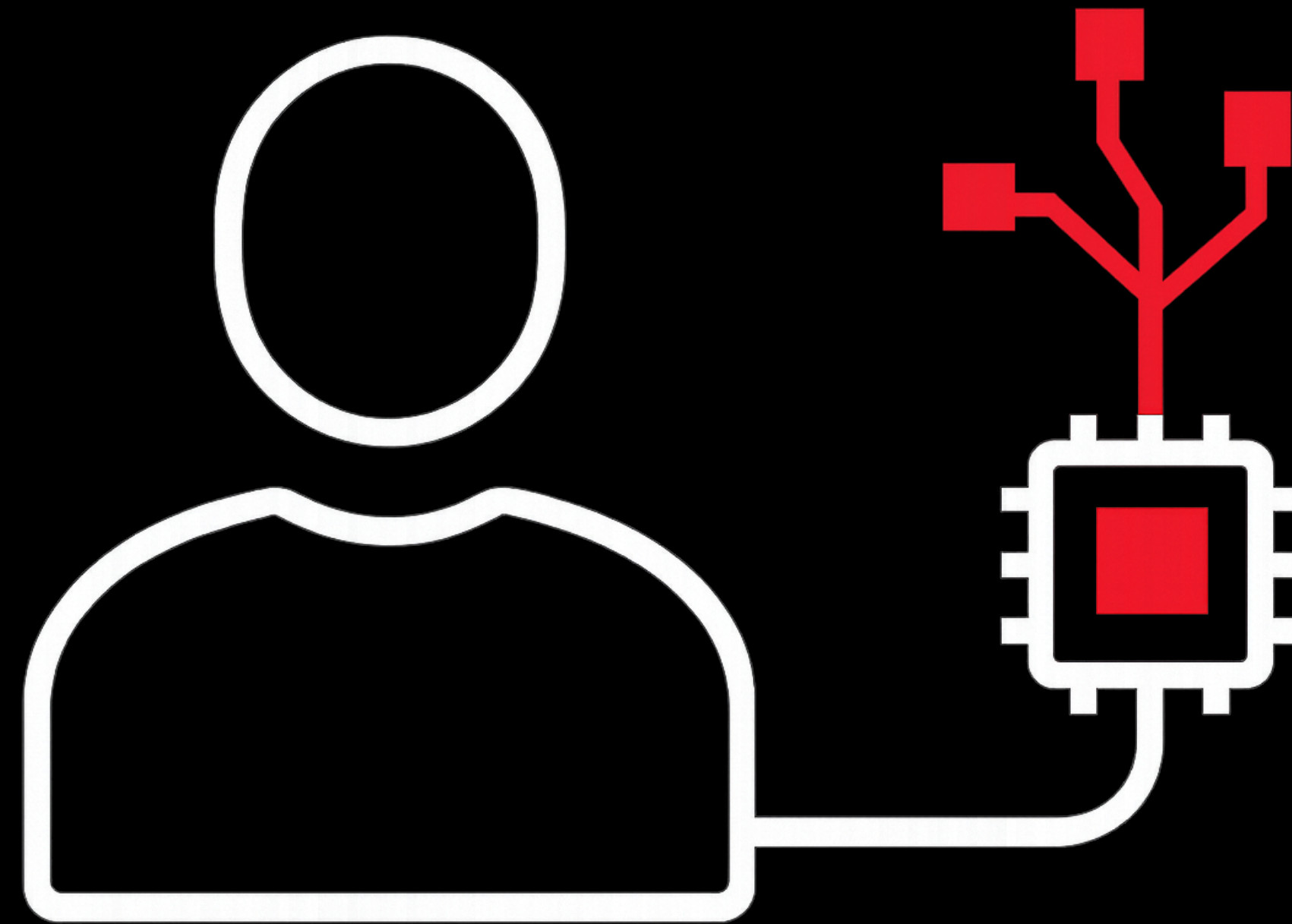
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# Chat bots?



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# Augment, not replace



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**‘We don't want to increase your "brand awareness". We want to sell more homes than you ever thought possible.’**

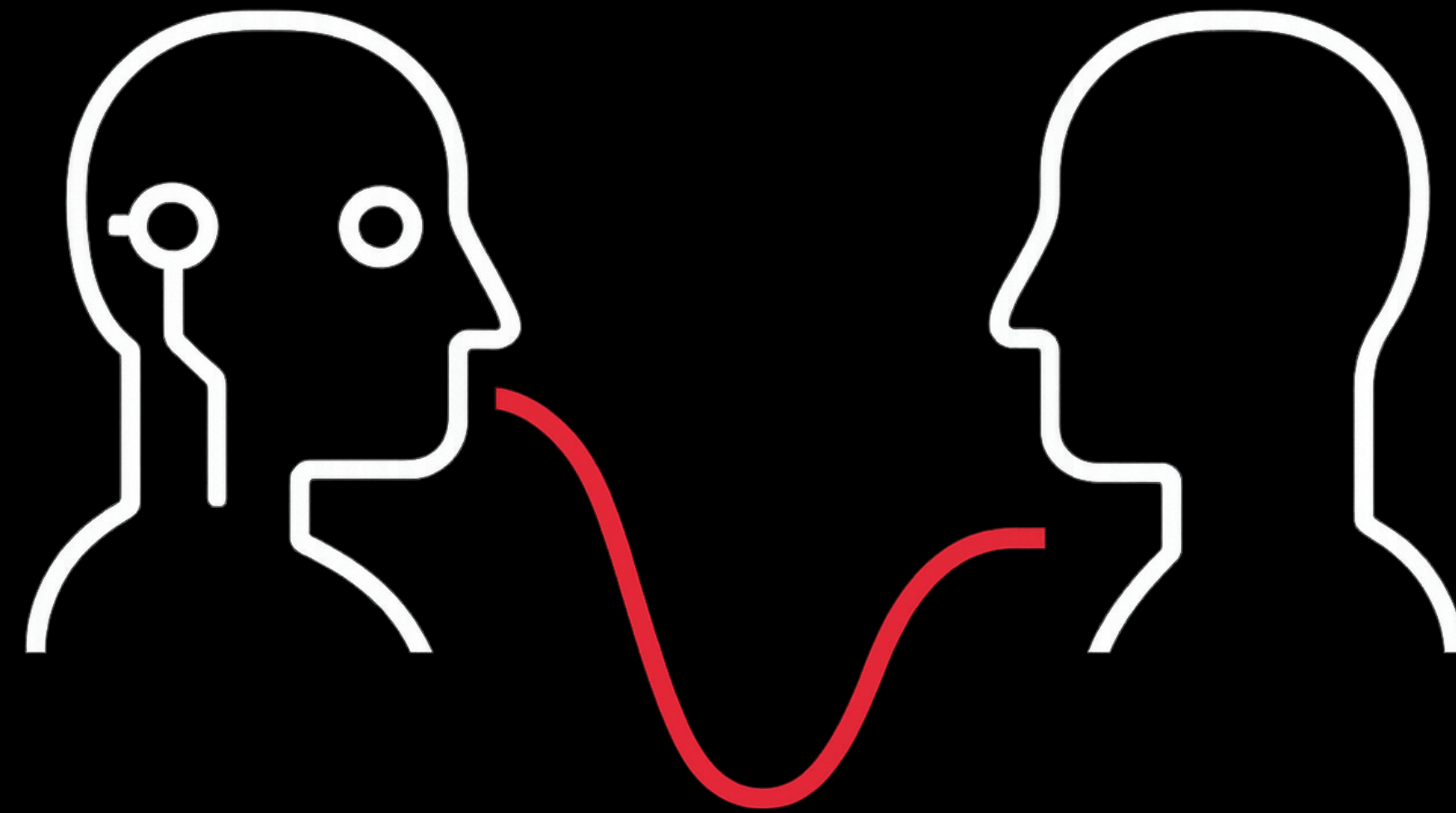
**- Some dude, somewhere**

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# Uncanny Valley



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# Where? Everywhere.



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# Website



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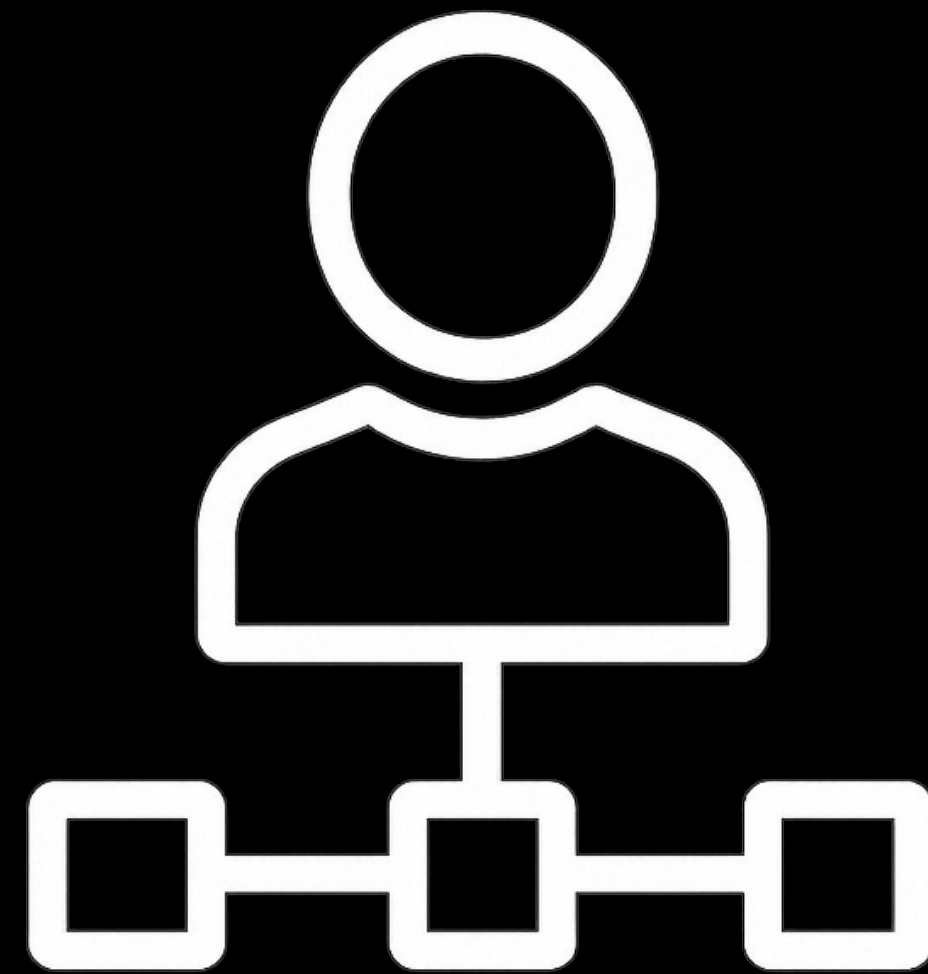


# Social Media



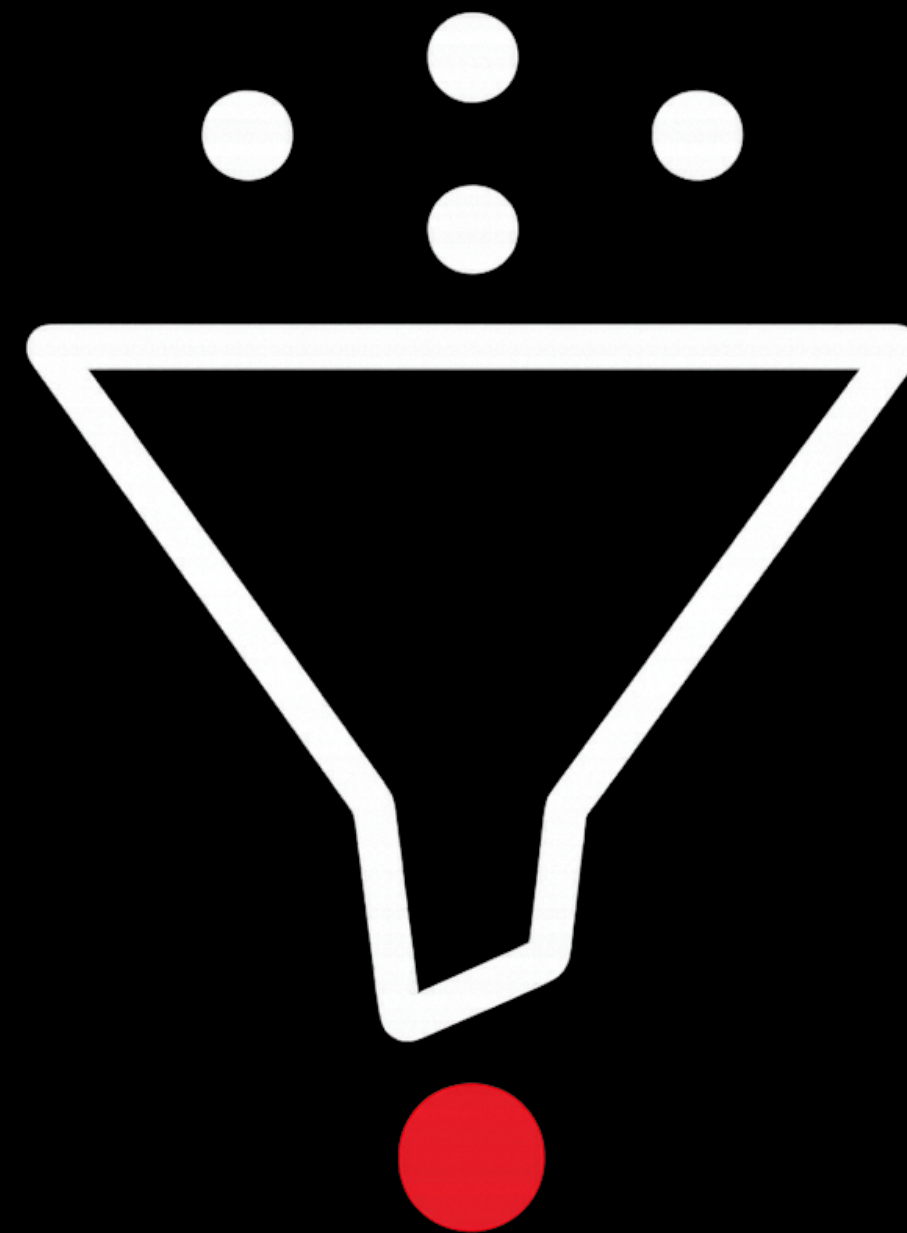
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# CRM



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# Conversion Rate



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# Customer Acquisition Cost (C.A.C.)



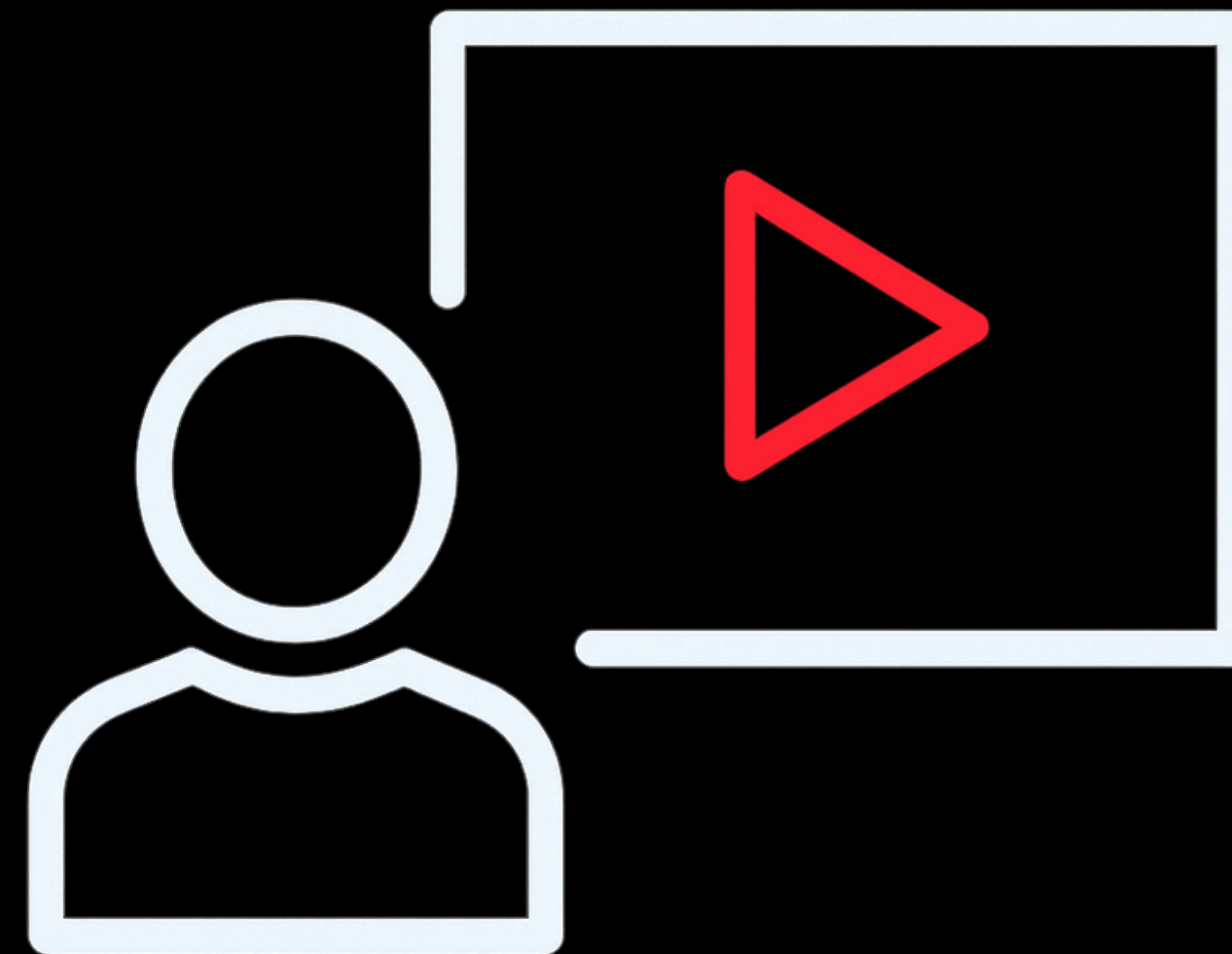
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# Sales Cycle Length



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# Video Content



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# Single section manufactured home being delivered into a land lease community in Austin, TX



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**Thank you.**