

How to Get Started on Facebook Marketplace

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2017
 - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



Say Hello To...

Dean Ostilly

Business Product Marketing Lead
at Facebook Marketplace

www.fb.com/listautos



facebook



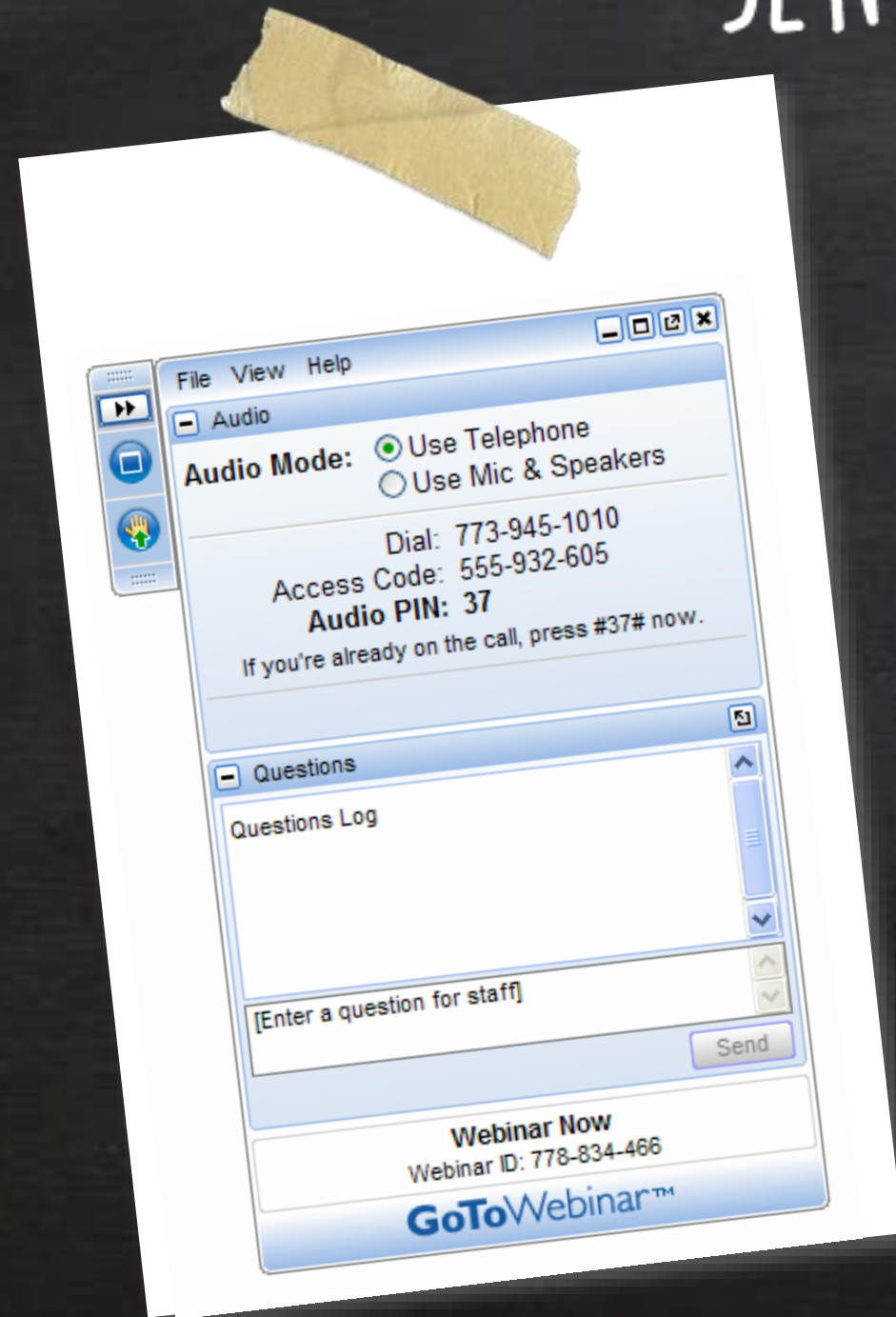
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SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

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How to Get Started on Facebook Marketplace



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OBJECTIVES

- * Understand how Marketplace can generate high quality leads
- * Identify the steps needed to get started on Marketplace today
- * Discover how live chat works with Marketplace
- * Learn best practices to maximize your success on Marketplace
- * Giveaway
- * Question & Answer Session

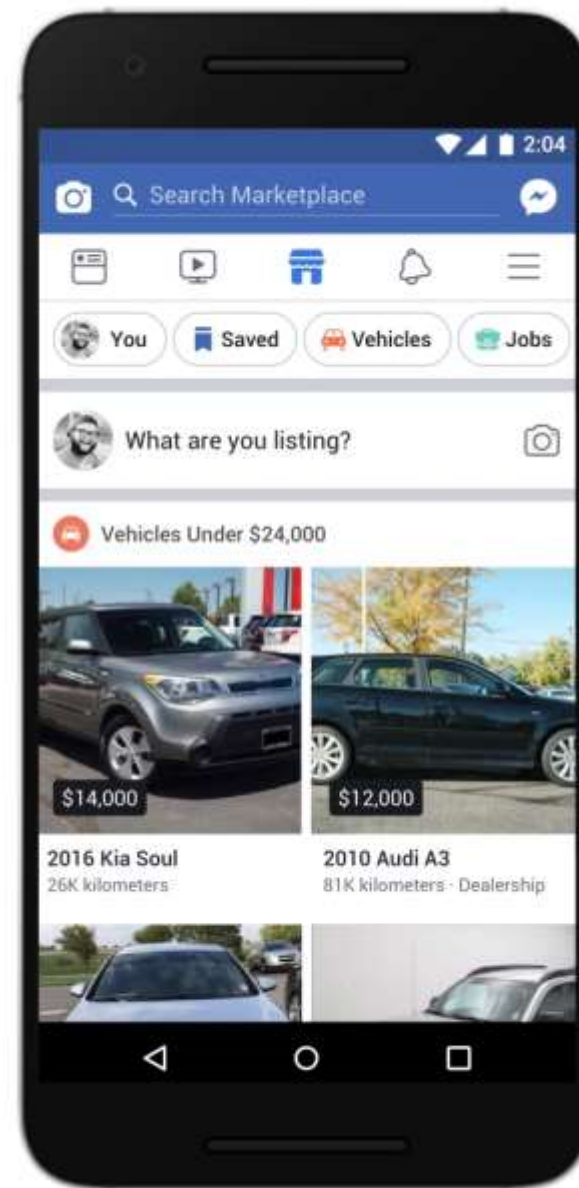


Why Marketplace?

- More than 800 million people each month come to Marketplace to buy and sell things
- More than 1 in 3 people on Facebook in the US now use Marketplace, and millions of Americans are looking at vehicle listings every day on Marketplace
- The auto experience is specifically designed to help local dealerships reach shoppers:
 - Provide fast answers with real-time messaging
 - Deliver useful information like price, model, mileage
 - Target buyers on the go with mobile-friendly listings



How does Marketplace work?



Bachman Chevrolet

Steering towards quality leads on Marketplace



“We already knew that Facebook Marketplace was becoming a really popular way for people to sell cars locally, but we weren’t aware of how easy it was for businesses to list inventory until Gubagoo brought it to our attention. To me, this is like other classified sites but vastly improved because you are reaching real people who are already browsing for cars on Marketplace.”

Jason Zoeller

DIGITAL MARKETING MANAGER, BACHMAN CHEVROLET

174

Leads generated
within two months

8%

Conversion rate (lead
to sales ratio)

1-2

Sales each week
directly from
Marketplace

Bachman Chevrolet works with Gubagoo, (a provider of live chat, text, and call support for automotive companies) to list the dealership's vehicle inventory on Marketplace and integrate with Messenger to manage interactions with interested buyers. Bachman's sales and marketing teams observed that Marketplace generated leads of higher quality compared to other sources.



How to get started

- (1) Create a Facebook Page for your dealership, if you don't have one already, by visiting: <https://www.facebook.com/pages/create>
- (2) Contact one Marketplace inventory partner to list your inventory. Go here to get started: <https://www.fb.com/listautos>
- (3) After contacting your listing partner, accept their request to access your dealership's Facebook Page
- (4) Contact your live chat provider to set up Messenger
We highly recommend the use of a live chat provider, but If you don't use one, your dealership can manage buyer communication through Messenger directly



Top 5 Marketplace Best Practices

1

Select one listing partner

Listing inventory through multiple partners will yield suboptimal results

2

Upload your full inventory of pre-owned vehicles

To maximize your dealership's presence on Marketplace, make as much inventory available as possible

Marketplace does not charge for listings or leads, so there is no cost to listing more inventory¹

¹. Facebook doesn't charge to list inventory on Marketplace, however, there may be costs associated with setting up feeds through a third-party listing partner, or with using an outsourced live chat provider to connect with Facebook Messenger.



Top 5 Marketplace Best Practices

3 Provide high quality photos

- Clean images - preferable not to add any brand or dealership overlays
- Only include images of the car itself
- Image resolution: 1:1 aspect ratio, highest resolution possible up to 4MB per image max
- Max of 20 images; include images of any damage or excessive wear
- Image order and angles:
 - (1) Front corner, (2) Side, back, (3) interior, (4) dash, (5) dents, dings & excessive wear, (6) Engine (7) Wheels



Top 5 Marketplace Best Practices

4

Provide complete vehicle description

Provide as much information as you have available about each vehicle

The more information a user has up-front, the more qualified they will be when they contact you

5

Respond quickly to messages

Fast response times are more likely to result in conversion to a store visit and limit user drop-off

We highly recommend the use of a third party chat provider



POLL QUESTION



Gubagoo

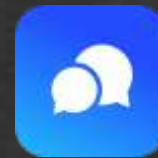
Advanced Dealer
Communication Solutions

- Typical dealer results**
- 23% chat lead to sales conversion
 - 2500% ROI

- ▶ Leader in dealer to consumer messaging solutions
- ▶ Maximizes website lead conversion and lead volume
- ▶ Elevates the consumer experience
- ▶ Helps dealers sell more cars and service more vehicles

Gubagoo

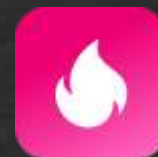
Advanced Dealer
Communication Solutions



Advanced Live Chat



Inbound/Outbound Texting



Behavioral Incentives



Why Care About Marketplace?

In May 2018...

- Total # of chats: 25,710
- Total # of leads: 15,947

62% conversion rate!!

It's all about the leads!



“

*Our dealership received around
300 new leads within the first
three months of posting our
inventory on Marketplace.”*

Jamie Suid, Marketing Director
Florida Fine Cars



“

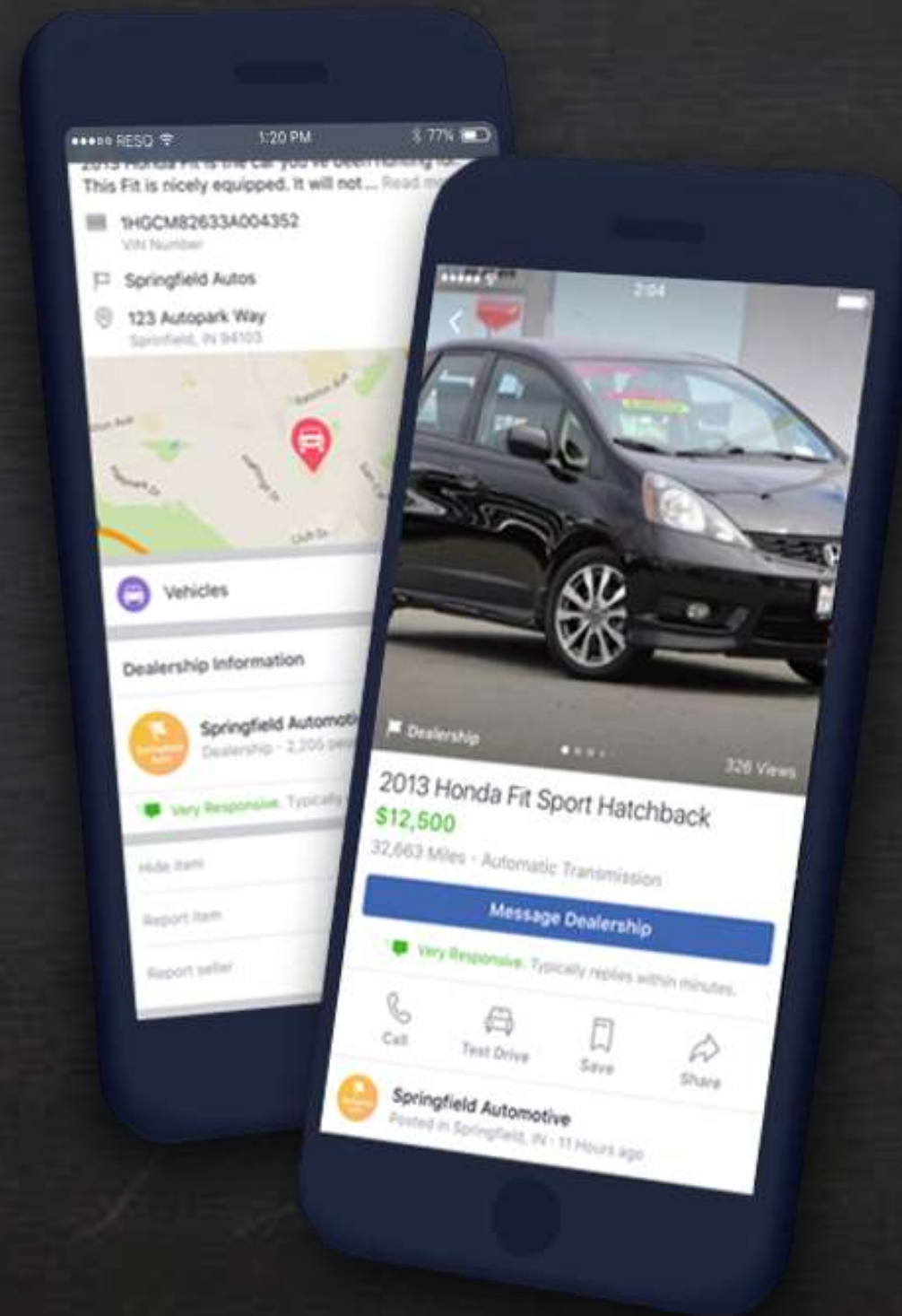
*In the first three months of
posting our inventory on
Marketplace, we received more
than 313 new leads.”*

Todd Chaney, Sales Manager
Mann Chrysler Dodge Jeep of Richmond





Facebook Marketplace



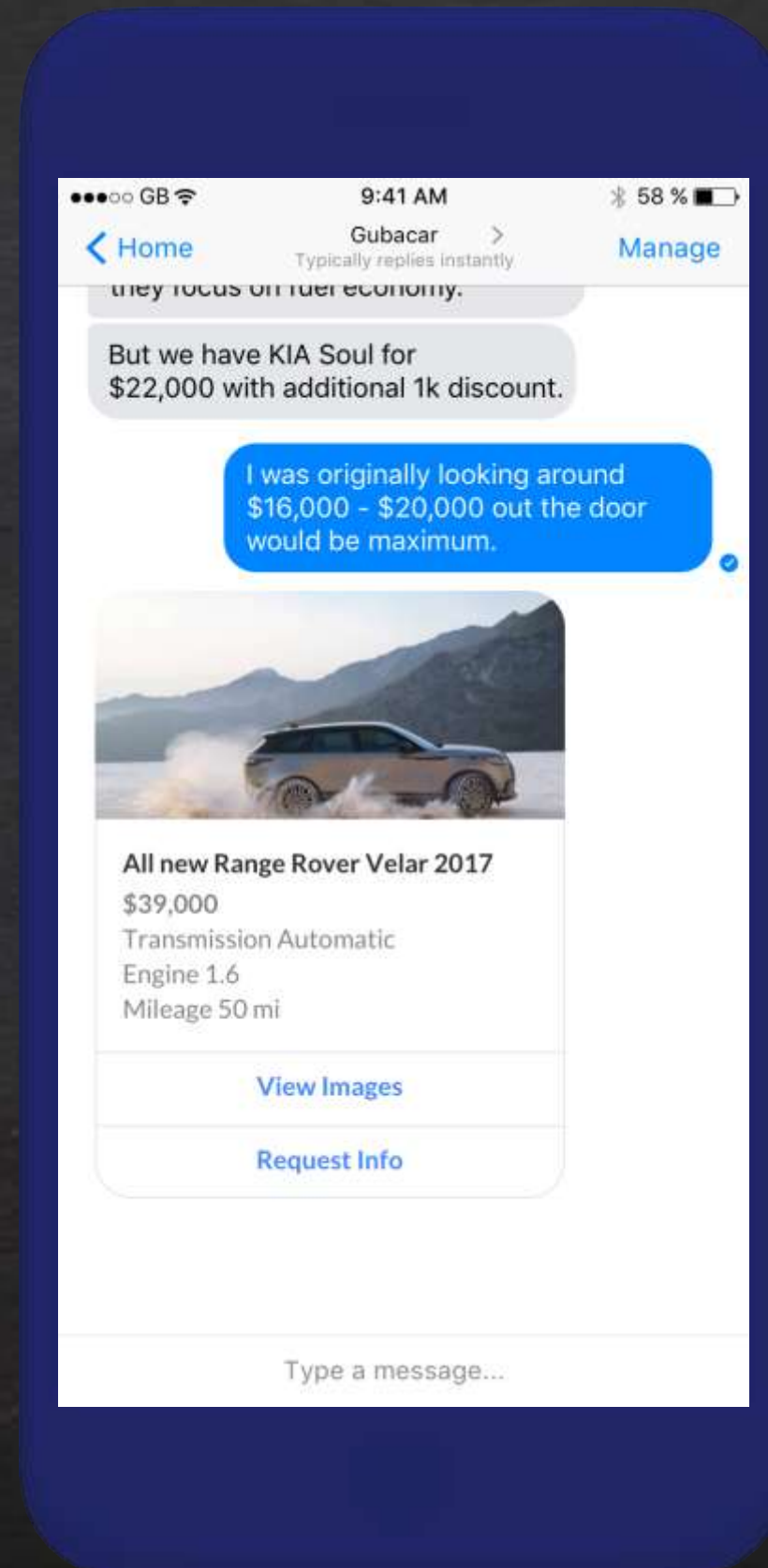
Gubagoo

- Posts your pre-owned vehicles to Facebook Marketplace
- Handles all inbound inquiries through Messenger
- Emails you qualified leads; uploads them to your CRM





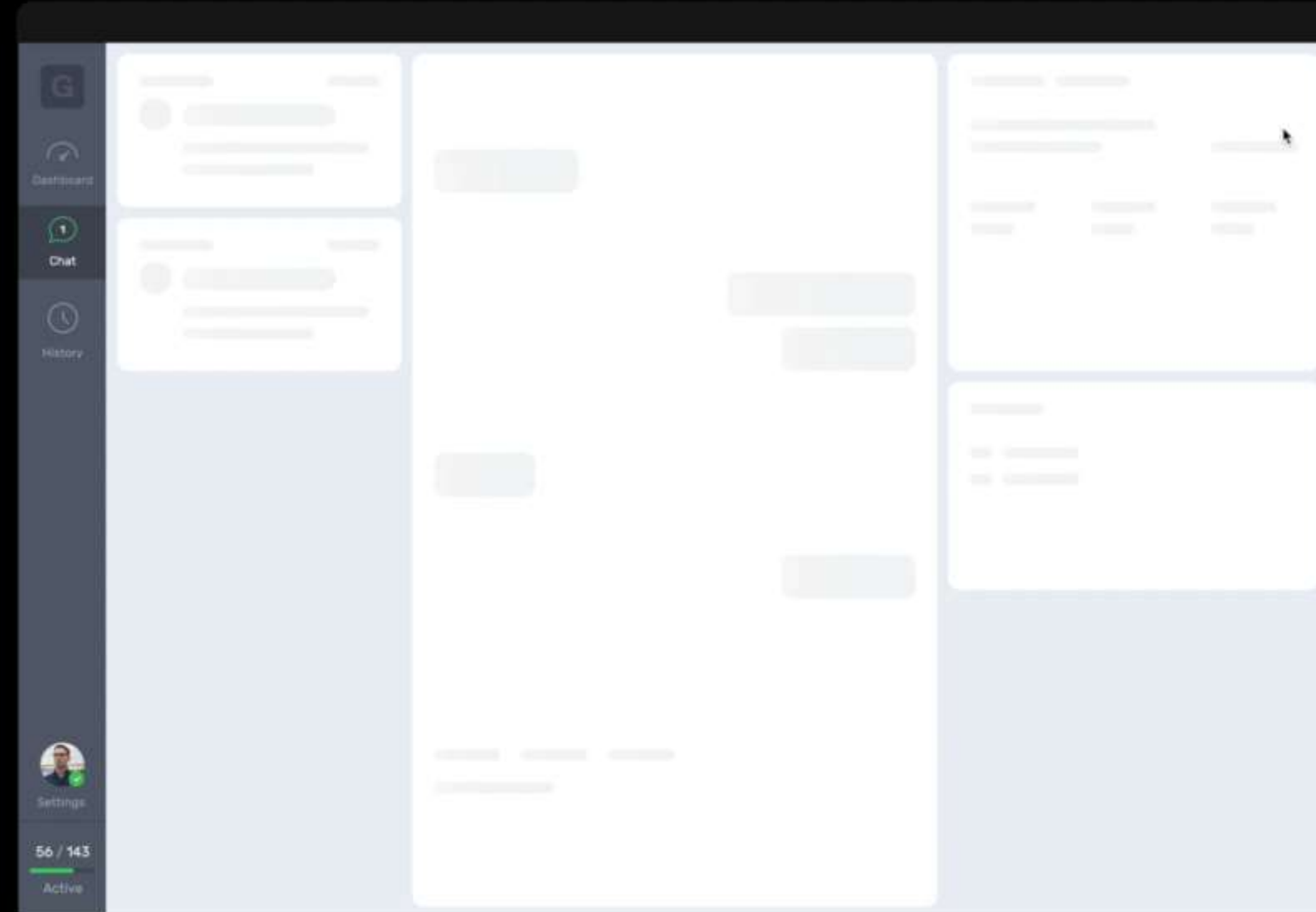
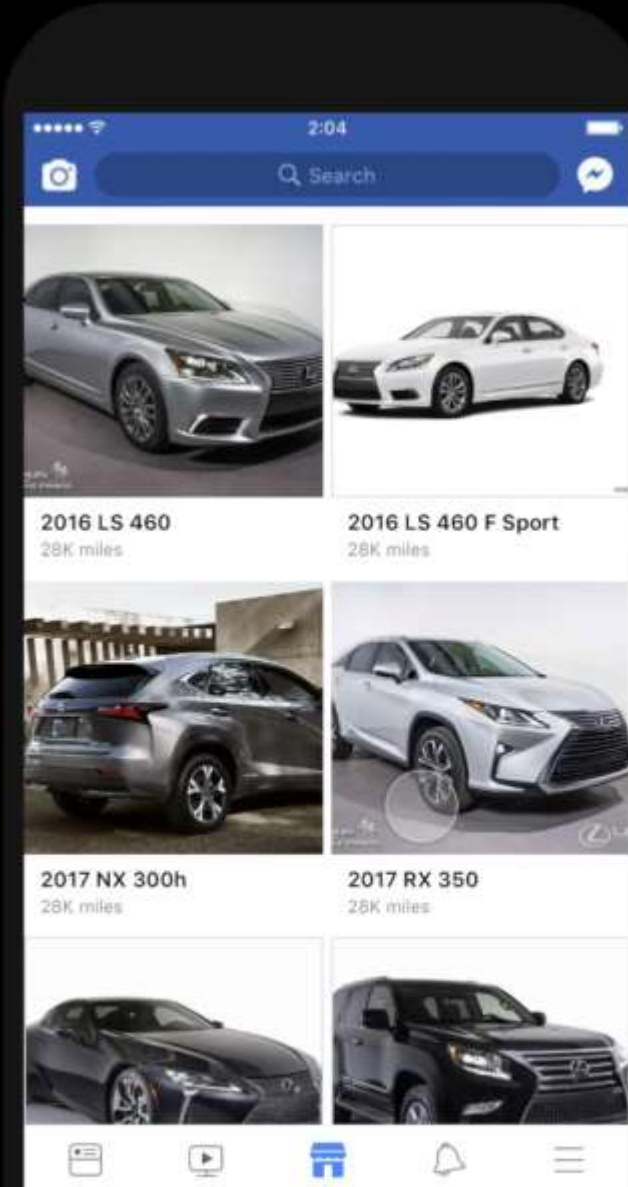
Facebook Messenger



All Marketplace inquiries are handled through Messenger

- Send inventory
- Publish offers
- Schedule test drives
- 24/7 fully managed





Gubagoo



New lead • Aug 1, 5:23 pm • [View in browser](#)

Gubacar Motors

Sales

You have a new **Facebook Marketplace**
Lead #5549 🎉

Ben Walker

Lake Arrowhead, CA

555-555-1212

benwalker@gmail.com

Operator notes

"Guest would like to know the price listed for stock: TV23528 via email."

Vehicle of interest

Pre-owned, Jaguar XJ 2012 — Stock #TV23528

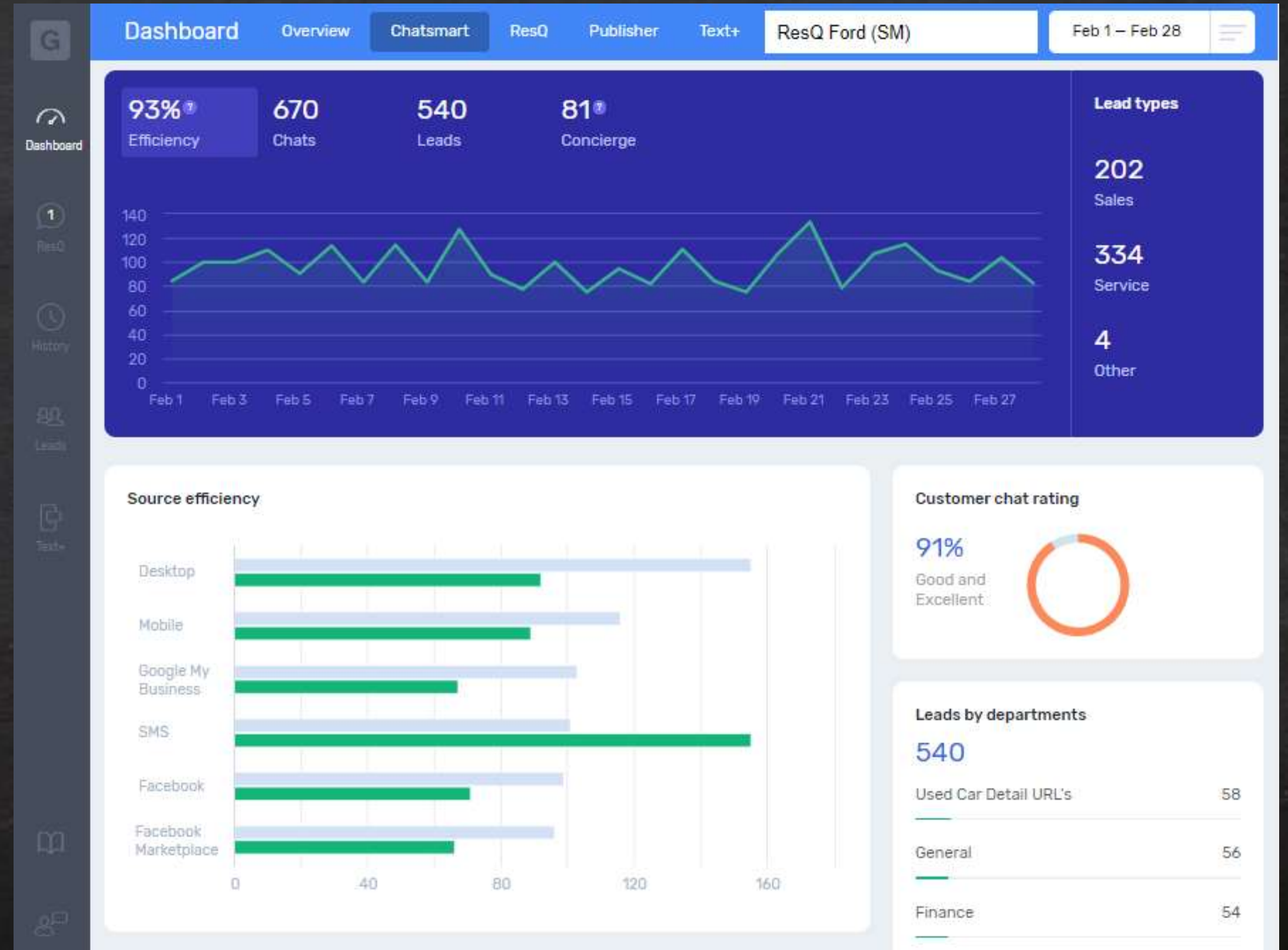
Chat transcript

Hello I would like to ask the list price for the red 2012 Jaguar

Customer, 10:12 am

Hi my name is Kyle. It's great to have you

Marketplace Lead



POLL QUESTION



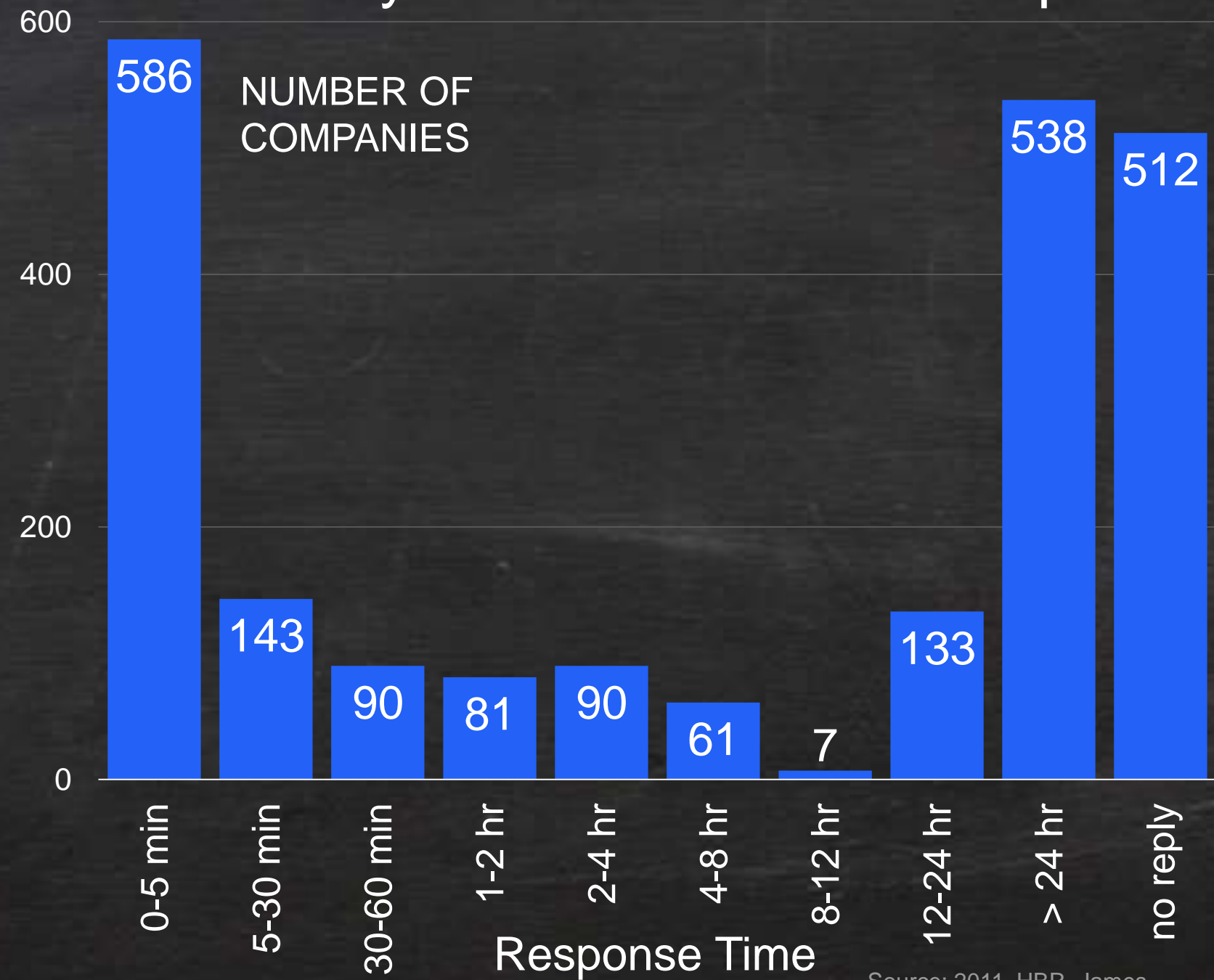
Chat Best Practices

- ✓ **Be involved - Watch your conversations in real-time.**
Whisper advice to the operator or team. Or jump in to help.
- ✓ **Make sure your chat partner has a dedicated Facebook team.**
Facebook has protocols that require special training.
- ✓ **Fast lead response time.**
Have a solid lead follow up process in place.



The Importance of Lead Response Time

Many Firms are Slow to Respond



Source: 2011, HBR, James Oldroyd

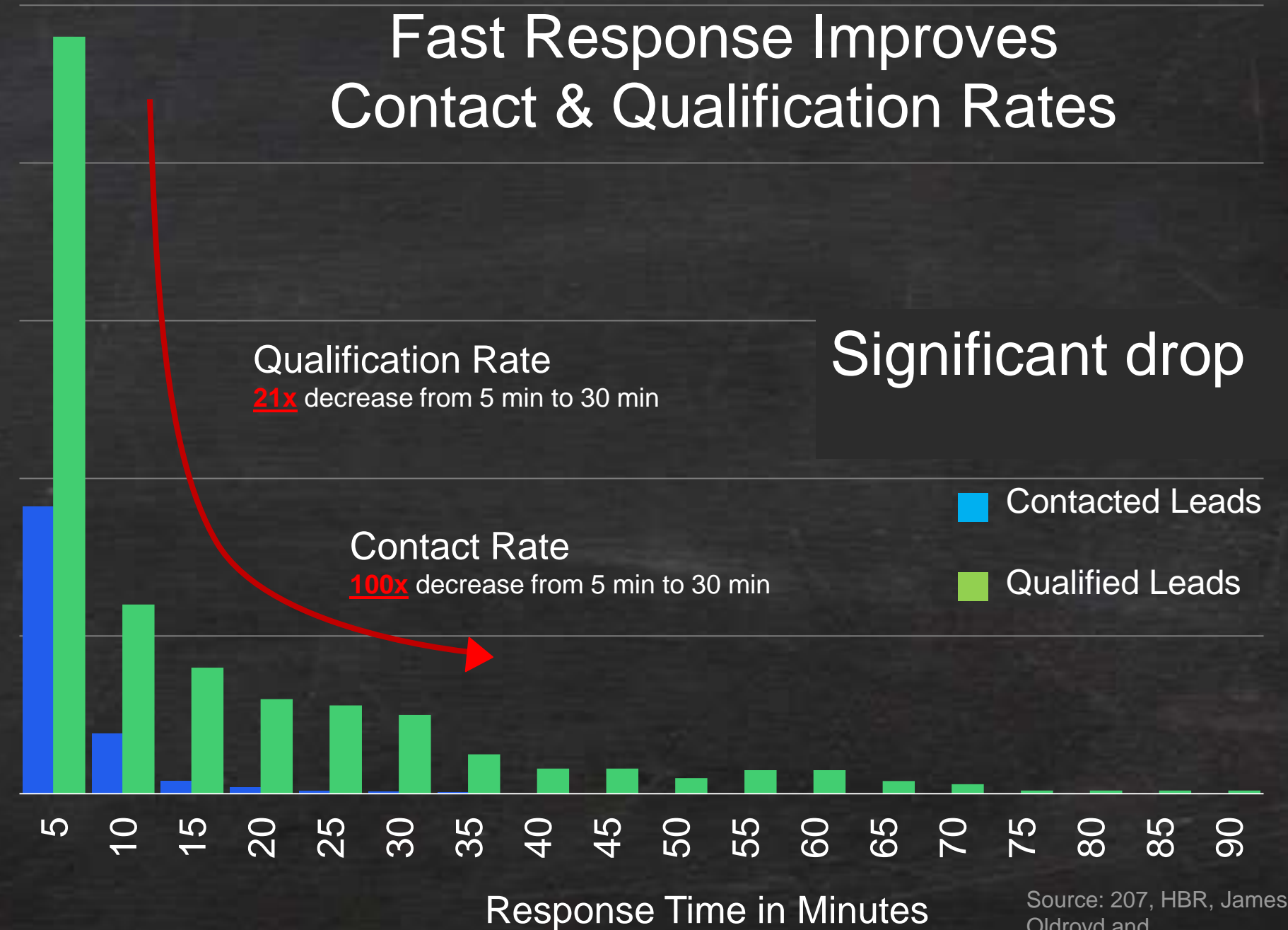


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The Importance of Lead Response Time



Source: 207, HBR, James Oldroyd and Insidesales.com

Chat Best Practices

- ✓ Treat your chat team as part of your extended sales team.
Provide dealer tips including your latest specials.
- ✓ Bonus Tip - Increase ad conversions.
Personalize the chat engagement with dynamic greeters.

SUGGESTED RESOURCES

* <https://www.fb.com/listautos>

* <https://www.facebook.com/business/help/dealershipsonmarketplace>

* <https://www.facebook.com/business/industries/automotive>



ACTION ITEMS

- * Set up a Facebook Page for your dealership if you don't have one already
- * Sign up with an inventory listing partner who can list your vehicles
- * Integrate Messenger with your live chat provider



Q&A: ASK OUR EXPERT



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Today's Experts

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Gabrielle Garrison

Client Solutions Manager, Global Sales

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