

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.

