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**LOTVANTAGE LAUNCHES AUTOMATED CHAT SERVICES FOR FACEBOOK
MARKETPLACE INVENTORY SERVICES**

Tampa, FL – As of today, November 17, 2020, LotVantage is thrilled to release their latest service add-on for inventory digital marketing solutions, [Facebook Marketplace Lead Chat](#).

“This feature is an add-on to our existing Facebook Marketplace Inventory Service that will ultimately create a better, more dynamic, experience for the user allowing for better communications and after-hours lead support for our dealerships,” stated Matthew Brown, LotVantage Founder and Chairman.

The Facebook Marketplace Lead Chat will automatically respond to Facebook Marketplace listing inquiries through Facebook Messenger. The LotVantage AI workflow will capture user information along with the specific inventory listing that they are interested in. Through this process, Lead Chat will qualify inbound leads and feed them directly to a LotVantage dealership’s existing CRM.

“As a Facebook Marketplace Partner, we feel it’s important to continue to enrich our services. Lead Chat is just one enhancement to the services that we currently offer. We look forward to many more as we continue to grow our platform and intelligence around our digital products. Ultimately, we seek to provide dealerships with a ‘one-stop shop’ for all their inventory-related digital marketing needs,” continued Brown.

Overall, this new add-on will give users real-time responses to their inventory inquiries even if the dealership is closed, making for a better customer experience. Dealerships will be able to receive the captured lead data in real-time as the user interacts with the chat and won’t require a dedicated employee to monitor the chat. This will allow dealerships to utilize their time more efficiently by distributing and working the qualified leads that come in from the chat and after hours.

For more information, please visit <https://bit.ly/FBMPChat>

ABOUT LOTVANTAGE

As part of That’s Us Technologies, LotVantage is based out of Tampa, FL. LotVantage was founded in 2007 by Matthew Brown as a solution for dealerships to syndicate their inventory on public classified marketplaces such as eBay, Craigslist, Facebook, and more. In addition to these services, LotVantage offers a suite of additional digital marketing solutions including inventory-specific social media advertising. For more information about LotVantage, visit <https://bit.ly/PRLotVantage>.

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