



AmeriFirst Home Mortgage increases leads and website traffic with LinkedIn Company Pages

AmeriFirst Home Mortgage, based in Portage, Michigan, has spent 30 years helping home buyers in 11 states obtain the right mortgages. In a business that's built largely on referrals, the company needs to share its knowledge of the mortgage market with real estate professionals and home buyers. By creating a LinkedIn Company Page and managing it through HubSpot's Social Inbox Application, AmeriFirst can speak directly to its target audience in a way that's optimized for content quality, frequency, and social engagement.

Challenge

AmeriFirst Home Mortgage positions itself as a thought leader in the mortgage market—a better approach than hard-sell marketing. For Dan Moyle, Multimedia Marketing and Communications Specialist for AmeriFirst, the challenge is maintaining a consistent and ongoing presence in online conversations about home-buying.

"We know we need to post news regularly, so that we're top of mind in the industry," Moyle says. "Plus, we need to be able to measure engagement so that we know how our audience is interacting with our content. Finally, we need an efficient way of managing all of our communication across LinkedIn."

Solution

Using the AmeriFirst LinkedIn Company Page, Moyle shares relevant industry news, engages with target audiences, establishes thought leadership, and generates more leads—all from one central location.

In addition, Moyle also uses HubSpot Social Inbox so that he can schedule posts to appear across Company Pages, LinkedIn profiles, and LinkedIn Groups, and also track engagement. "This is a much more controlled way to make sure that we're sharing news daily and participating in conversations in a timely way," Moyle says. "And by monitoring results, we can improve the content that we share, giving us the highest return on investment."

- **LinkedIn Company Pages**, with tools for posting and sharing news and ideas, help AmeriFirst establish thought leadership and build its reputation as a smart, knowledgeable mortgage partner
- **HubSpot Social Inbox** allows posts to be scheduled, saving time and maximizing ROI
- **Analytics from HubSpot Social Inbox and LinkedIn** identify posts that create maximum engagement

Results

AmeriFirst’s social engagement efforts are bringing more visitors to its website and generating quality leads. The analytics derived from LinkedIn and HubSpot Social Inbox help direct Moyle’s LinkedIn content strategy, and provide insights on content that will resonate on AmeriFirst’s blog.

- **25X** increase in visits to AmeriFirst’s website from its Company Page from 2011 to 2013
- LinkedIn is one of AmeriFirst’s **largest drivers of social media leads**
- Analytics from LinkedIn and HubSpot guide strategy on future posts, and **yield insights on customer preferences**

AmeriFirst Home Mortgage

Home Services Insights

Recent Updates

AmeriFirst Home Mortgage Joe Dal talks about sill plates and how the FHA 203k can help homeowners replace a damage sill plate. Good information to know as a homeowner!

FHA 203k Sill Plate Termite Damage
afhm.tv · <http://pixvid.me/SillPlate> Termites can chew up a sill plate, leaving behind severe structural damage. This damage to the sill plate can make mortgage approv...

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AmeriFirst Home Mortgage raises its thought leadership profile with news and conversations on its LinkedIn Company Page

“Since we’re in a referral-based business, we need to demonstrate our knowledge of the mortgage business, as well as nurture relationships online. Our LinkedIn Company Page has helped us prove our value to the real estate community and to home buyers.”



Dan Moyle
Multimedia Marketing and Communications Specialist
AmeriFirst Home Mortgage

Social Media Tutorial

Published last 30 ... LinkedIn All campaigns Compose a message or schedule in bulk

Status	Account	Message	Clicks	Published
✓	AmeriFirst Home Mortgage	Costs to consider when buying a home...this is a good list to...	14	Sep 19 3:30 pm
✓	AmeriFirst Home Mortgage	Great stuff from Marcus. You can't "dip your toes" in a new s... ★ 1 likes	8	Sep 17 9:14 am
✓	AmeriFirst Home Mortgage	I've often wondered why more universities don't use current b... # 1 comments # 3 likes	8	Sep 4 1:14 pm
✓	AmeriFirst Home Mortgage	An article from CHBC. What do you think - is it a good thing ...	1	Sep 3 3:30 pm
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Sent: Sep 19 at 3:30 pm
Links: 5 Things You Don't Realize You'll Need For Your First Home

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