



For Immediate Release

## West Michigan Company Featured in National Campaign

Contact: [Dan Moyle/Communications](#) 269.324.4240 ext. 115

PORTAGE, Michigan – [Community mortgage banker](#) AmeriFirst Home Mortgage is featured in a national campaign by the [second fastest growing software company](#) in the country. Boston-based HubSpot visited the AmeriFirst corporate office in April to gather footage for a video campaign just released. Inc. 500 featured HubSpot as the 33<sup>rd</sup> fastest-growing US company and 2<sup>nd</sup> fastest-growing software company in its 2011 survey. This dynamic company is now focused on highlighting the successes of its clients like AmeriFirst.

By turning to non-traditional marketing efforts – called [Inbound Marketing](#) – Portage-based AmeriFirst has increased business over the last year, adding several jobs at its corporate office. AmeriFirst president Mark A. Jones credits HubSpot and the inbound marketing philosophy with a 1000% website viewership growth since January 2011.



“Without content and inbound marketing,” Mark says, “your website is basically an empty fish hook in the middle of an open ocean with no bait and no fish swimming around it. You’re just not going to catch anything.” HubSpot chose to feature AmeriFirst because of the success the [community mortgage lender](#) has experienced in using inbound marketing. You can see the [HubSpot videos here](#).

Mark A. Jones is available for comment on the growth of this West Michigan company and what it means for the community. As a local business person, Mark believes firmly in the efforts by local entrepreneurs to [stimulate the local economy](#). “Inbound marketing is really an educational effort, and we’re here to help first time home buyers and others become smarter consumers,” Mark says.

About AmeriFirst: [AmeriFirst Home Mortgage](#) is a [community mortgage banker](#) with more than 25 years serving the real estate market. [AmeriFirst corporate headquarters](#) is located in Portage, Michigan. AmeriFirst is licensed in MI, MN, WI, IN, IL, OH, KY, TN, NC, AL & FL. You can view this news release on the [AmeriFirst Newsroom](#).



###