



Amerihope Cuts Paid Advertising and Increases Leads 186% Using HubSpot

About Amerihope Alliance Legal Services

Amerihope Alliance Legal Services is a law firm focusing on providing services including foreclosure defense, and loan modification.. They serve clients in Florida, Illinois, New York, New Jersey and Pennsylvania.

Amerihope Alliance Legal Services, like many other legal firms, has always relied on paid search and purchasing legal directories to gain customers. After investing in HubSpot and integrating it with Zerys, they've dramatically increased both their lead generation and close rates following an inbound marketing strategy.

119%

increase in organic traffic within first three months

186%

increase in contacts within first three months

27%

increase in customers past six months

Moving Away from Traditional Marketing

Prior to investing in HubSpot, [Amerihope](#), like many other legal firms, relied on paid advertising and purchasing lists of contacts to generate qualified leads. They would purchase about 1200 contacts per month some of which were shared with three other companies. This created an overly competitive environment without much return on their investment because the majority of the purchased contacts were not a good match for their company. According to Kristen Clinton, Director of Marketing for Amerihope Alliance Legal Services, the contacts they gained from legal directories closed at an average rate of 8%. On the contrary, the few leads they generated from organic traffic closed at an average rate of 25%.

Their huge challenge was finding a way to generate more leads organically. Before investing in HubSpot, they generated an average of 20 organic leads per month, but wanted to invest less in paid advertising and start generating more organic, qualified leads.