

## Tampa Attorney Outlines Importance of Contracts with Marketing Influencers

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With the rise of social media has come a new way for brands to reach their consumers. Marketing influencers – who have thousands and sometimes millions of followers – have emerged as a new avenue for brands to use to help sell their product or service. However, those partnerships should be merely more than just a “post for payment” and businesses should be aware of the legal risks when partnering with marketing influencers. In his article for the *Tampa Bay Business Journal*, Brett Owens, outlines what companies need to know about FTC disclosure guides and what should be included in a legal contract for their services.

To read the full article, visit [Tampa Bay Business Journal](#).

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