

# Gonzalo Mon Quoted on Influencers in Legal Marketing

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Partner [Gonzalo Mon](#) was quoted in “The Rise of the Influencer in Legal Marketing,” published by the American Bar Association. The article discusses the uptick in influencer marketing across industries and the potential for law firms to leverage influencers in their own marketing campaigns. It also covers the legal risks associated with an influencer campaign.

When promoting reviews, endorsements, or testimonials from clients in law firm ads, Gonzalo cautions that “the endorsement must reflect that person’s honest experiences and opinions.”

Read the full article [here](#). Subscription required.