



# IFA ANNUAL CONVENTION

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# Marketing for Employees



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# Marketing for Employees



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# Key Takeaways

- Staffing shortages are inhibiting brand growth & revenue
- Recruiting needs have caused a paradigm shift in marketing, operations & technology adoption
- Successful brands must pivot quickly to leverage both technology and resources effectively
- Retention strategies critical component to success
- Joint employer concerns should be addressed with your legal team

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