



# Talent Acquisition Referral Campaigns

## Benefit of Referrals



Time saving



Retention &  
Performance



Cost savings



Company  
Culture &  
Engagement

## Why People Give Referrals?

1

Belief in  
company/  
mission

2

Understand  
the value to  
workload and  
growth

3

Confident  
referring friends,  
coworkers

## Strategies to Increase Referrals



Highlight the  
Benefit



Showcase  
EVPs



Advertise  
Openly



Training