



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