

# 6 TOP HR TRENDS FOR 2019

## A/B TESTING



A/B testing helps you optimize your campaigns and reach candidates more effectively.

## CANDIDATE SOURCING



Candidate sourcing is a measure to reach passive candidates who are not actively looking for a job.

## EVENTS



Events are a great opportunity to meet candidates and build a personal relationship.

## TALENT POOL



Talent pools are an ideal way to build a pipeline of potential candidates who can be recruited for future positions.

## LANDING PAGES



Landing pages help to address specific target groups with appropriate content.

## CANDIDATE NURTURING



With nurturing campaigns, you stay in regular contact with candidates and build a relationship.