



How to widen  
**your talent**  
**pool** and outperform

**competitors**





# Re-engage unsuccessful candidates

Maintain strong relationships with past applicants by offering feedback and updates throughout the process.



## Key takeaway

Every candidate, successful or not, can become a future hire with the right communication.





# Build a dedicated landing page

Create a space for candidates to express interest even without a current opening, segmented by department for relevance.



## Key takeaway

A landing page keeps potential candidates connected to your company, even if there isn't a role available.





# Personalise content for different groups

Tailor communication based on career stages or interests using segmentation.



## Key takeaway

Personalised content keeps your talent pool engaged and strengthens relationships with potential hires.





Let's get you 

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 **top talent!**



01782 712230



[www.kpir.co.uk](http://www.kpir.co.uk)



[enquiry@kpir.co.uk](mailto:enquiry@kpir.co.uk)