

PUPflicks Series

EPISODE 4:

How to proactively manage your talent community

PageUp 

18 Nov 2020



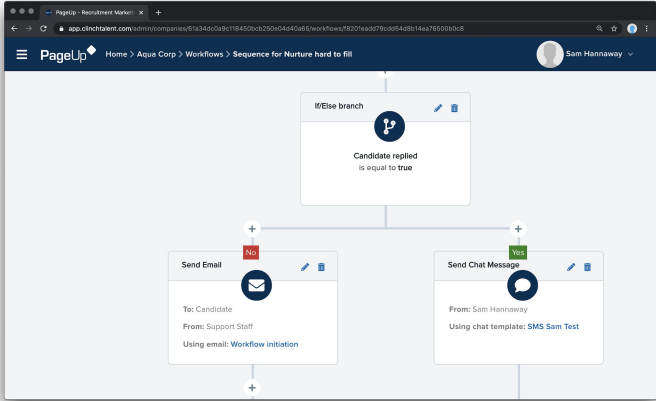
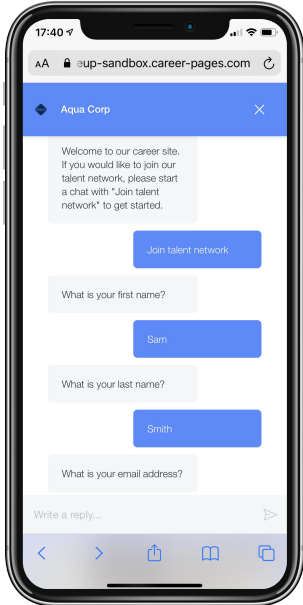
Jen Ganev
Global Head of PreSales



Sam Hannaway
Senior PreSales Engineer

Previously, on PUPflicks...

Careers sites, automation, use cases



External

Campaigns

Internal

Alumni

Your current challenges



**Talent Attraction
Employee Retention**



**Poor
Candidate Experience**



Employer Brand (EVP)

Why invest in proactively managing talent?



**How can you proactively manage
your talent community?**

Three lenses on your talent community

**Targeting
via
automation**

**Brand &
Scale**

Recruiters

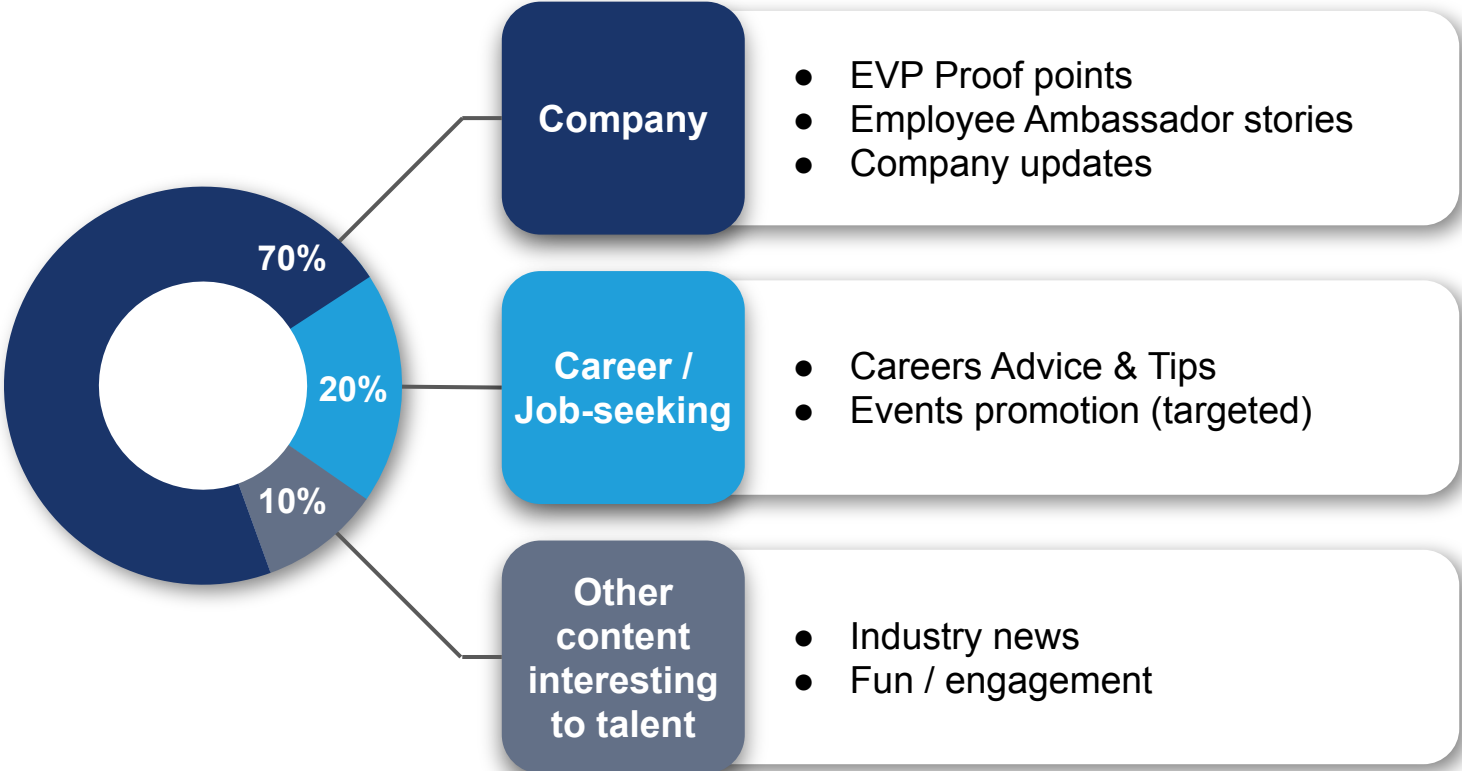
Reactive
↓
Proactive

Insights

Demo

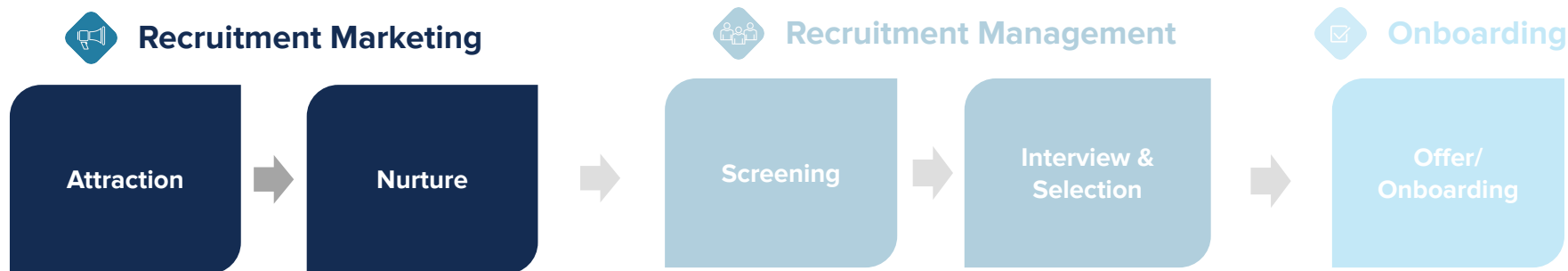
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Content framework



Questions?

Want to know more?



<https://www.pageuppeople.com/products/recruitment-marketing/>

Thank you