



# RECRUITING TRENDS TO WATCH IN 2020

## ARTIFICIAL INTELLIGENCE (AI)



Consider how you can best utilize chatbots, inclusive hiring and how AI can positively impact your employer branding.

## RECRUITMENT MARKETING



Use consumer marketing methods such as content marketing, SEO, email and social recruiting to attract the best talent.

## EMPLOYER BRANDING



Candidates have more power than ever before, so promoting yourself as an attractive place to work is important.

## CANDIDATE EXPERIENCE



How you treat your candidates during the recruitment process will impact how they think about you as an organization.

## DATA-DRIVEN RECRUITMENT



Tracking recruitment metrics will give you insight into how successful your recruitment process is.

## RECRUITING ON THE GO



Downloading your ATS' mobile app will help you take action on candidates while on the go.

## COLLABORATIVE HIRING



Today's best talent leaders require a diverse recruiting team - a mix of talent, skillset, and expertise from all roles and levels.