



# Your proposal

Here's your top-line proposal, outlining key media channels for your campaign.

This is your first look at how we can help – see what's possible and explore the next steps for a fully tailored strategy.

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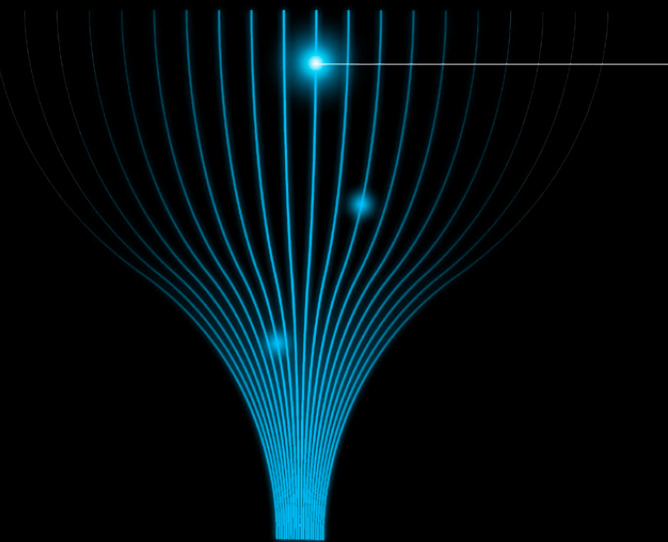
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# Managing the recruitment funnel

In this proposal, we have broken down the media channels and services into the three core areas – awareness, intent and action. We believe it is important to consider how these channels work together to help deliver great results rather than focus on a single channel in isolation.

**Check out our initial suggestions...**

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# Awareness

## Channel recommendation



Geofencing



Digital Display



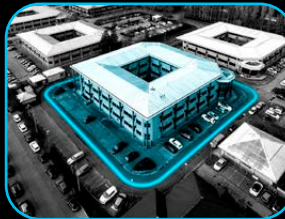
Digital Billboards

## Application

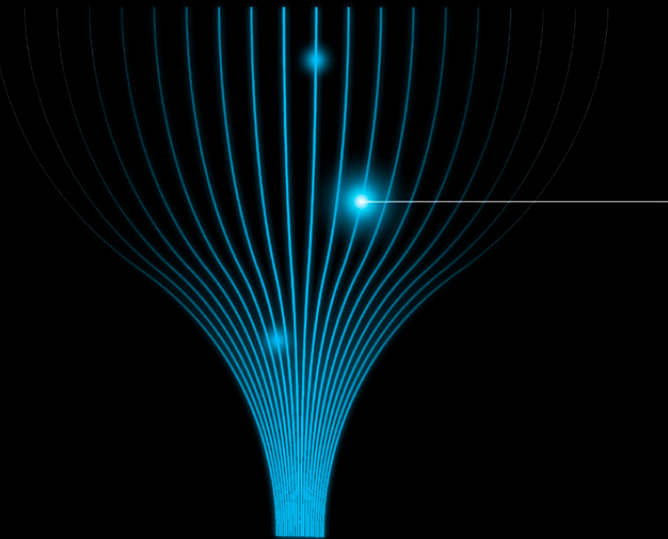
Connecting with the right audience at the right time is essential for attracting quality candidates.

**Geofencing** allows you to engage professionals in specific workplaces or key locations, ensuring your brand stays in front of the people who matter most. **Digital Display** and **Billboards** enhance visibility both online and in busy city spaces, keeping your opportunities top of mind.

By consistently reinforcing your presence in strategic locations, these channels generate interest and help convert engaged job seekers into quality applicants.



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# Intent

## Channel recommendation

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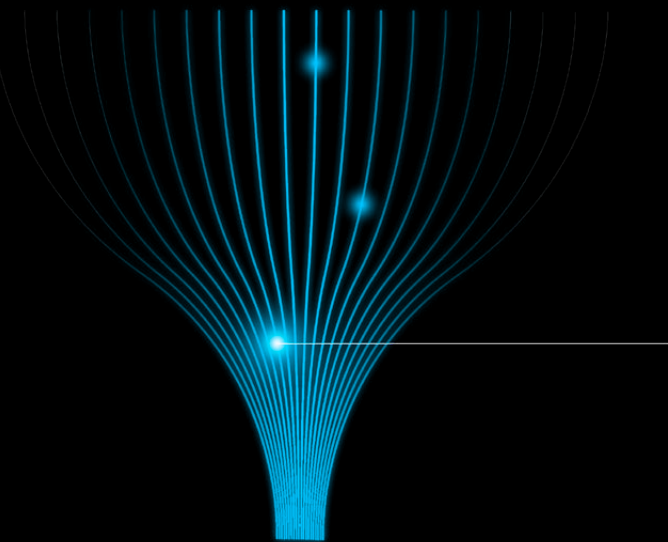
Digital Display (Retargeting)

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## Application

Encourage potential candidates to take action. **Digital Display Retargeting** keeps your opportunities front and centre, reminding job seekers who have previously engaged with your brand to revisit and apply, helping move them further down the recruitment funnel.





# Action

## Channel recommendation

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Search Engine Marketing



Candidate Search

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## Application

**Search Engine Marketing** captures job seekers actively searching, while **crooton's candidate outreach** connects you with top talent directly. After Awareness and Intent campaigns have built engagement, our large candidate database allows us to reach skilled professionals ready to apply, ensuring a steady stream of high-quality applicants.



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# Next step

**Have a chat with our friendly experts**

Give us a call today and let us provide you with a bespoke proposal based on your specific requirements.

**(+44) 0208 1242558**

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