



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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A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth.

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

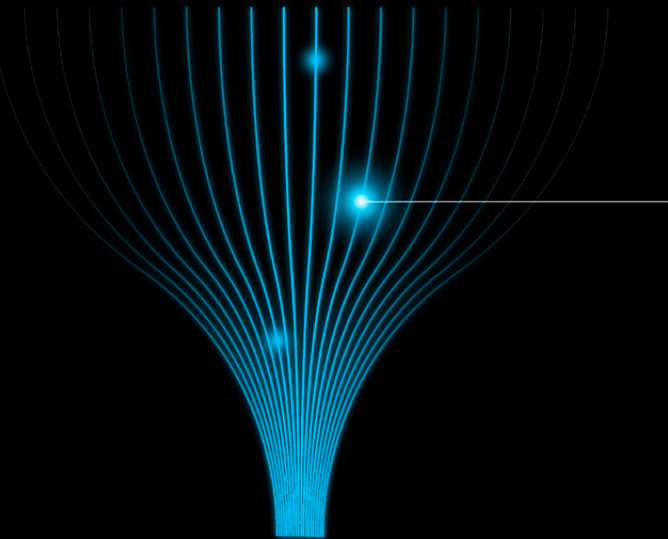
Application

Reaching the right audience in the right places is key to attracting quality candidates. **Geofencing** allows you to target professionals in specific workplaces or key locations, ensuring your brand stays visible to those most likely to engage.

By maintaining a strong presence where it matters most, this targeted approach builds awareness, nurtures interest, and helps convert engaged job seekers into quality applicants.



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Intent

Channel recommendation



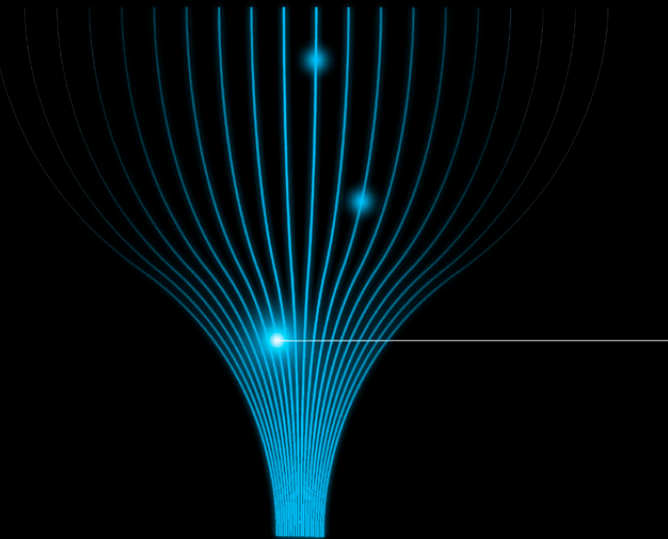
Digital Display (Retargeting)

Application

Keep your brand top of mind as candidates move closer to applying. **Digital Display Retargeting** reconnects with job seekers who have shown interest, serving tailored ads that guide them back to your opportunities and encourage them to take the next step in the application process.



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Action

Channel recommendation



Search Engine Marketing

Application

Awareness and Intent marketing lay the groundwork – **Search Engine Marketing** converts interest into action. By ensuring your ads appear at the top of relevant search results, Search Engine Marketing captures engaged candidates at the final stage, driving high-quality applications from those already familiar with your employer brand.



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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.

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