



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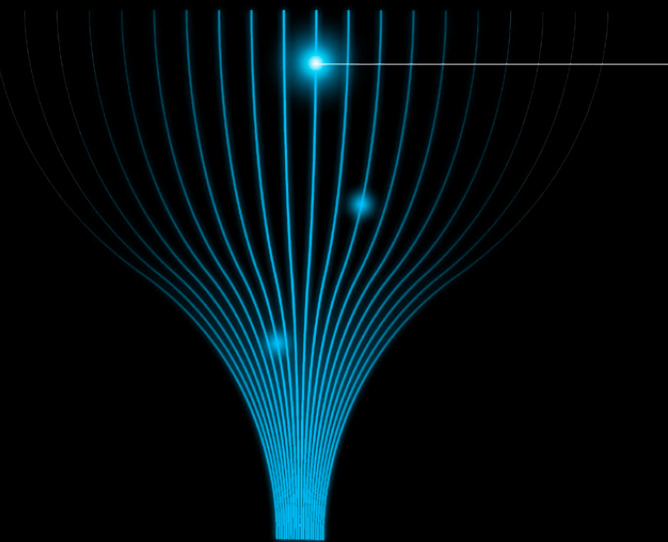
A series of curved, glowing blue lines that sweep from the top right corner towards the bottom right, creating a sense of motion and depth against the dark background.

# 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



Digital Radio



Print Advertising

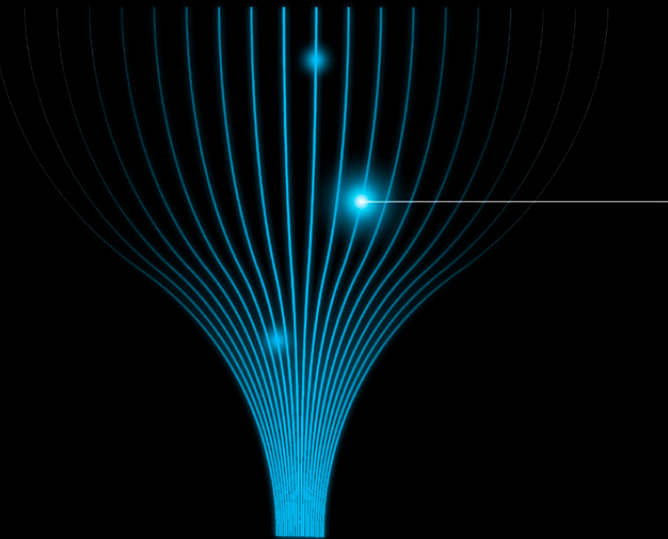
## Application

Reaching the right people at the right time is key to attracting top talent. **Geofencing** allows you to engage professionals in specific buildings or key locations, ensuring your brand connects with those most relevant. **Digital Display** and **Billboards** boost visibility both online and in high-traffic areas, while **Digital Radio** delivers your message directly to engaged listeners. **Newspaper ads** add credibility, reinforcing your reputation as an employer of choice.

By building awareness with a highly targeted audience, these channels create interest and drive quality applications as candidates move through the recruitment funnel.



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# Intent

## Channel recommendation

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Digital Display (Retargeting & Keyword Contextual)



Social Media

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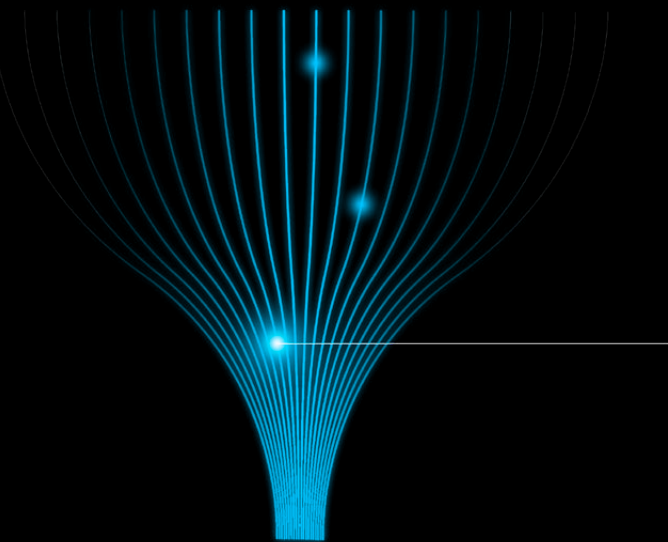
## Application

Turn interest into action with targeted advertising.

**Digital Display Retargeting** reminds engaged job seekers about your roles, Keyword Contextual Targeting ensures your brand appears in relevant content, and **Social Media** Advertising reaches candidates where they scroll – keeping your opportunities top of mind and driving applications.



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# Action

## Channel recommendation

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Search Engine Marketing



Candidate Search



crooton Select

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## Application

Drive quality applications with a multi-layered approach. **Search Engine Marketing** ensures your roles are highly visible, crooton's candidate database supports direct outreach, and **crooton Select** adds a personal touch – our recruitment professionals engage and pre-screen candidates, ensuring only the most qualified talent advances.



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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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