



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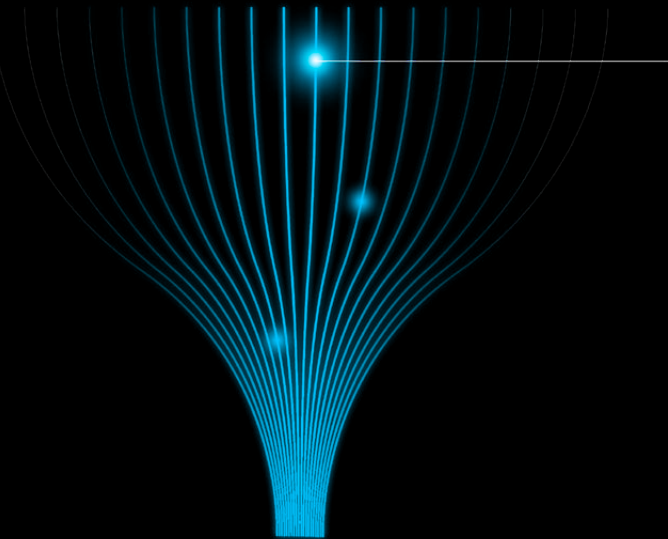
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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



Bus Advertising

Application

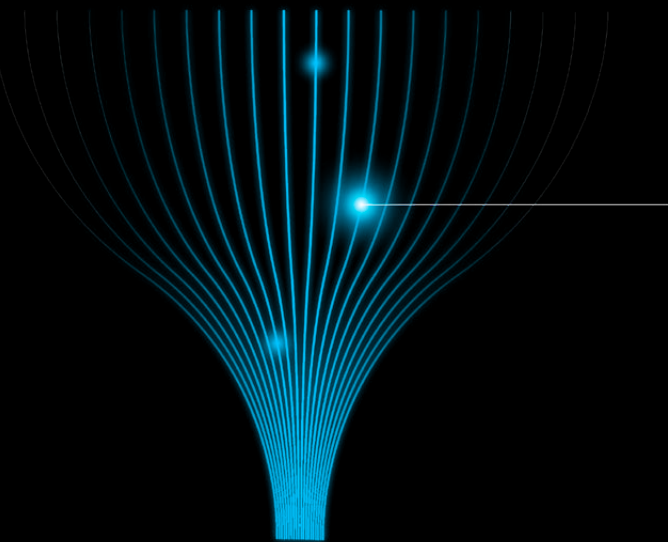
Get your brand in front of the right people at the right time, creating a pipeline of engaged talent.

Geofencing allows you to target professionals in specific buildings or key locations, ensuring your message reaches those most likely to be interested. **Digital Display** and **Billboards** capture attention in high-traffic areas and online, while **Digital Radio** delivers your message directly to listeners on their favourite streaming platforms. **Newspaper ads** build trust and credibility, reinforcing your employer brand, while **Bus Advertising** keeps your opportunities visible during daily commutes.

By increasing awareness with a highly targeted audience, these channels help nurture interest and drive quality applications further down the recruitment funnel.



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Intent

Channel recommendation



Digital Display (Retargeting & Keyword Contextual)



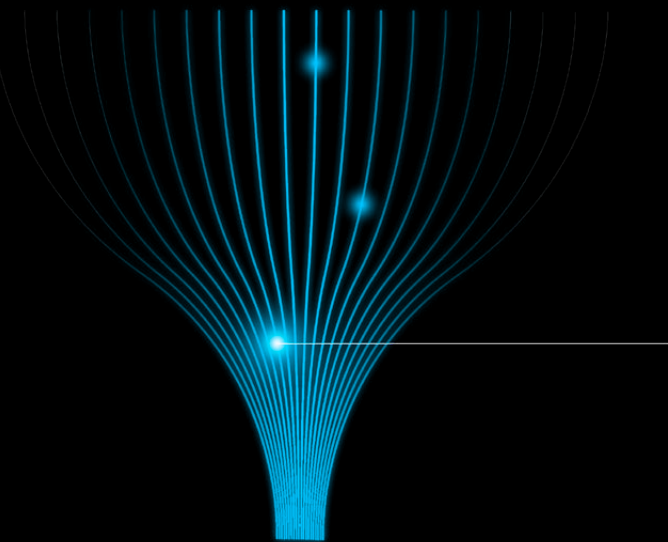
Social Media

Application

Digital Display Retargeting re-engages interested job seekers, **Keyword Contextual Targeting** positions your ads next to relevant content, and **Social Media Advertising** delivers tailored messaging to candidates, encouraging them to take the next step and apply.



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Action

Channel recommendation



Search Engine Marketing



Candidate Search



crooton Select

Application

Search Engine Marketing puts your roles in front of active job seekers, while crooton's vast database allows for precise candidate outreach. With **crooton Select**, recruitment professionals personally engage potential applicants, conducting first-stage screening to deliver a shortlist of high-quality, pre-vetted candidates ready to move forward.



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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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