



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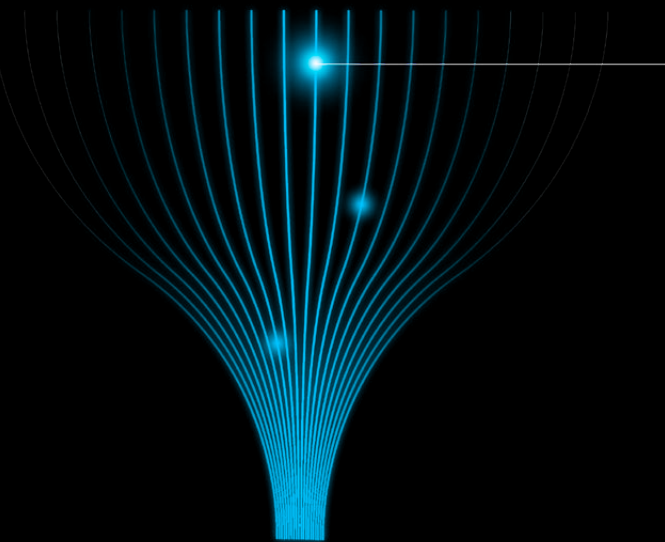
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth.

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



Digital Display

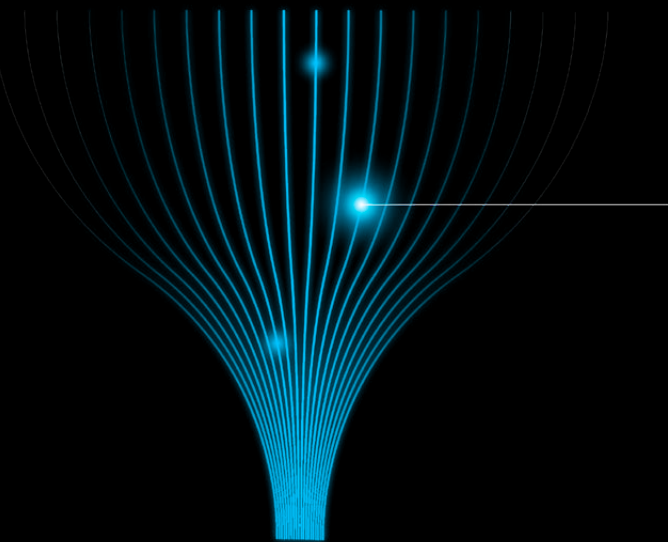
Application

Reach the right people in the right places with smart, targeted advertising. **Geofencing** allows you to engage professionals in specific buildings or key locations, ensuring your brand stays top of mind. **Digital Display** ads capture attention online with eye-catching visuals and strategic placements.

By leveraging the right digital channels, you can make a strong and lasting impression on top talent.



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Intent

Channel recommendation



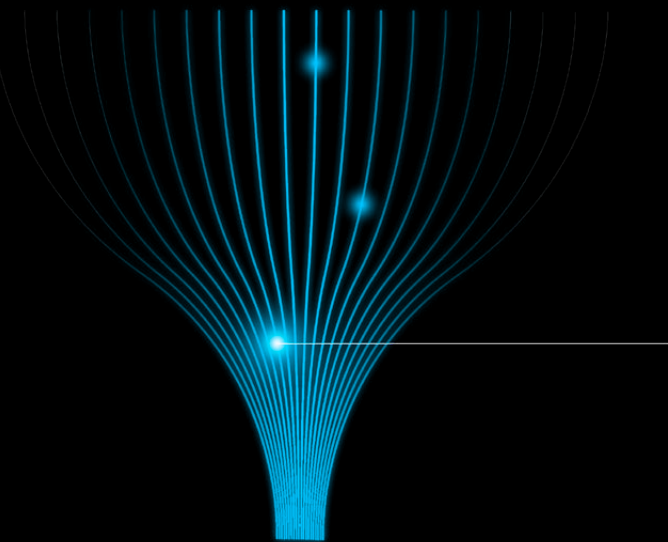
Digital Display (Retargeting)

Application

Keep your employer brand top of mind as candidates move closer to applying. **Digital Display Retargeting** reinforces brand recognition by serving tailored ads to job seekers who have already engaged with your opportunities, guiding them back to complete their application and take the next step.



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Action

Channel recommendation



Search Engine Marketing

Application

Your Awareness and Intent efforts have engaged candidates – now it's time to convert them. **Search Engine Marketing** places your opportunities at the top of search results when candidates are actively looking, ensuring your brand remains front and centre at the critical action stage, driving more quality applications.



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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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