



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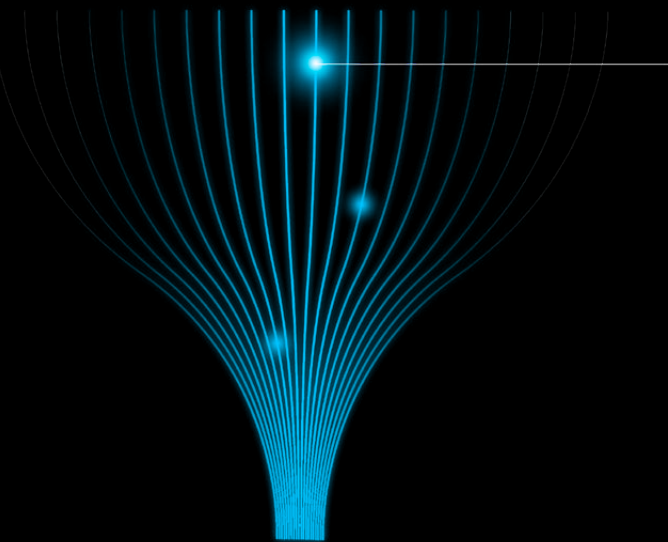
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth.

# 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



Digital Billboards

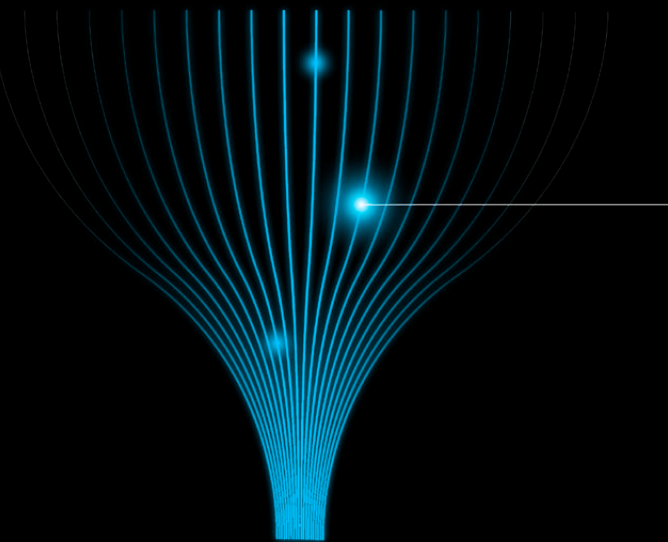
## Application

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** and **Billboards** create high-impact visibility, capturing attention both online and in busy city spaces.

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



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# Intent

## Channel recommendation

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Digital Display (Retargeting)

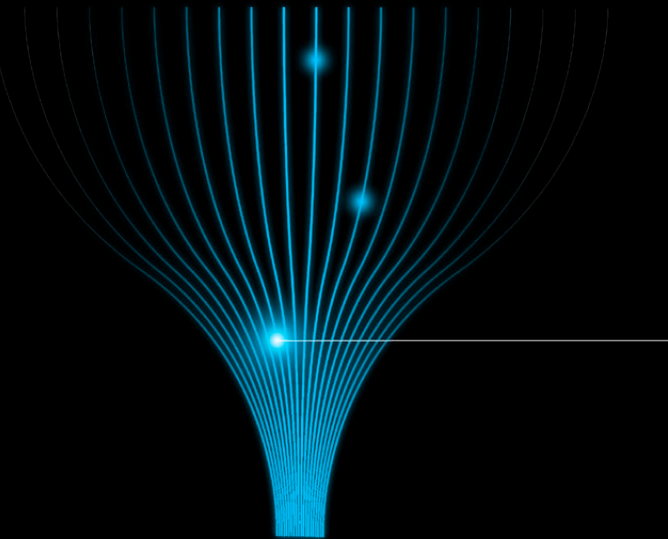
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## Application

Stay visible to engaged candidates as they move closer to applying. **Digital Display Retargeting** strengthens your employer brand by delivering tailored ads to job seekers who have already shown interest, keeping your opportunities top of mind and encouraging them to return and complete their application.



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# Action

## Channel recommendation

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Search Engine Marketing

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## Application

**Search Engine Marketing** ensures your brand is found when it matters most. After Awareness and Intent campaigns have nurtured interest, job seekers turn to search engines to take action. By appearing at the top of relevant searches, you capture motivated candidates and drive high-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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