

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.

croton



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...

croton

Awareness

Channel recommendation



Geofencing



Digital Display



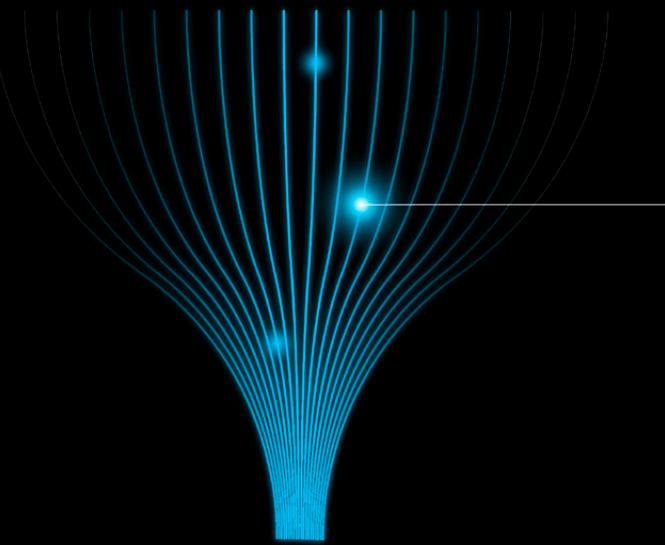
Digital Billboards

Application

Put your brand in front of the right people, in the right places. **Geofencing** lets you target professionals in specific buildings or key locations, ensuring your message reaches the right audience. **Digital Display** and **Billboards** grab attention online and in busy city spots, creating high-impact visibility for your brand.

With the right mix of digital channels, you can make a lasting impression on top talent.





Intent

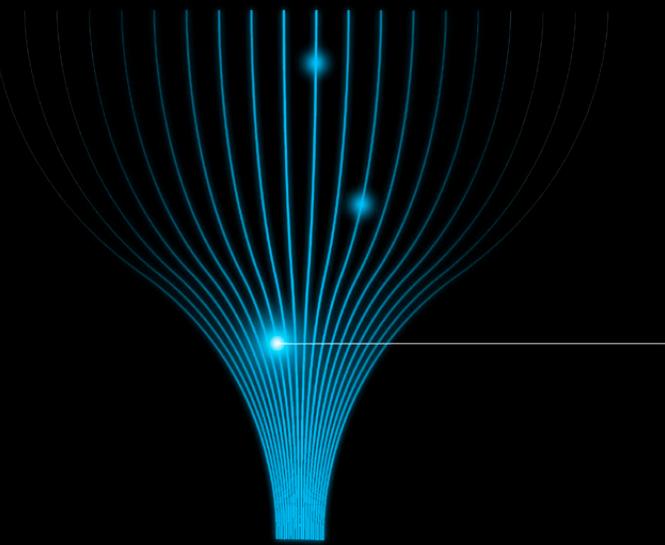
Channel recommendation

 Digital Display (Retargeting & Keyword Contextual)

Application

Strengthen your employer brand and drive applications with targeted advertising. **Digital Display Retargeting** reconnects with job seekers who have shown interest, while **Keyword Contextual Targeting** ensures your brand appears alongside relevant content, reinforcing credibility and keeping your opportunities visible at the intent stage.





Action

Channel recommendation



Search Engine Marketing

Application

Awareness sparks interest, Intent nurtures engagement – **Search Engine Marketing** seals the deal. As candidates actively search for their next opportunity, your roles appear at the top of search results, ensuring they choose your brand when it's time to apply, leading to higher-quality responses.



crooton

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

crooton