



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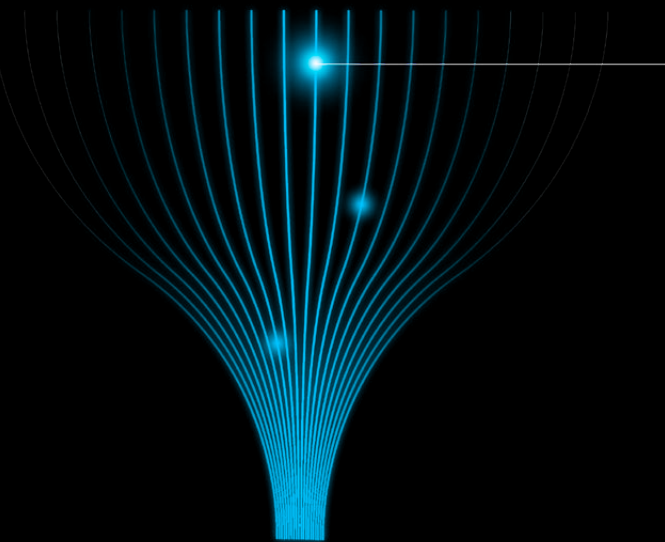
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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

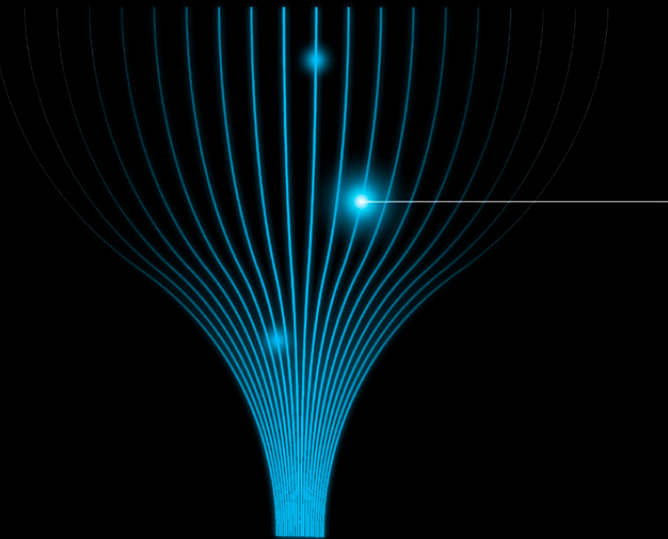
Application

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, while **Digital Radio** delivers your message straight to listeners through their favourite streaming platforms.

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



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Intent

Channel recommendation

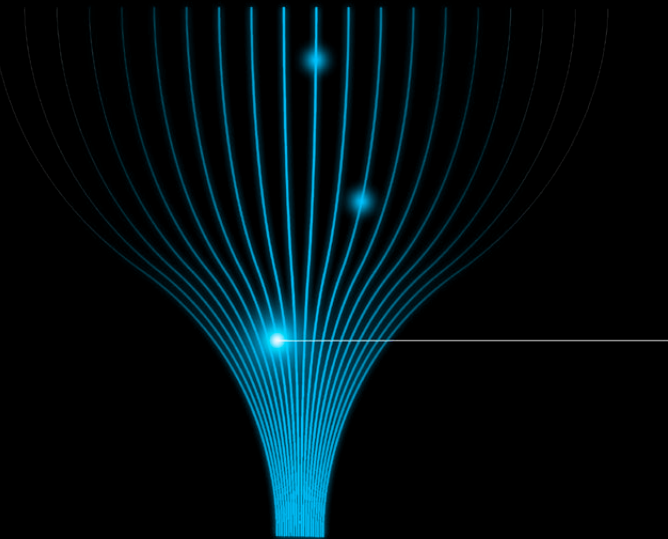


Digital Display (Retargeting & Keyword Contextual)

Application

Boost your employer brand and encourage applications with strategic advertising. **Digital Display Retargeting** re-engages job seekers who have already expressed interest, while **Keyword Contextual Targeting** places your brand next to relevant content, enhancing credibility and keeping your opportunities front and center at the intent stage.





Action

Channel recommendation



Search Engine Marketing

Application

After building brand awareness and engagement, **Search Engine Marketing** turns interest into applications. By ensuring your job listings appear when candidates search for relevant roles, you convert engaged job seekers into applicants, delivering higher-quality candidates at the final stage of the recruitment funnel.





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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