



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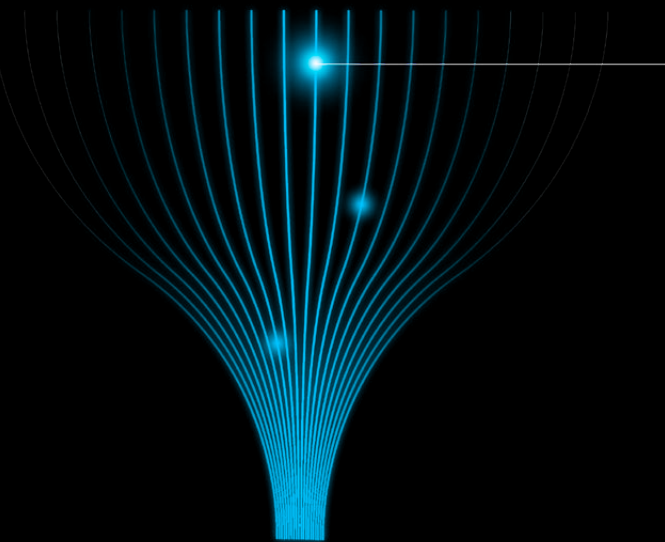
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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



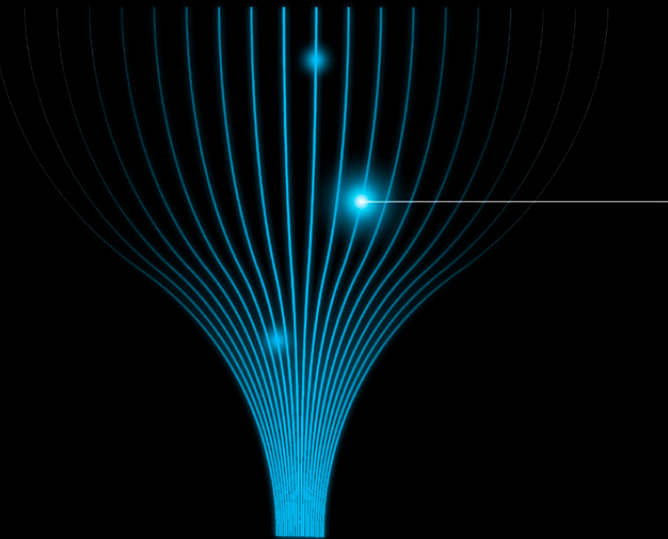
Print Advertising

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. **Newspaper ads** build trust and credibility, reinforcing your brand with a wider audience.



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Intent

Channel recommendation



Digital Display (Retargeting & Keyword Contextual)



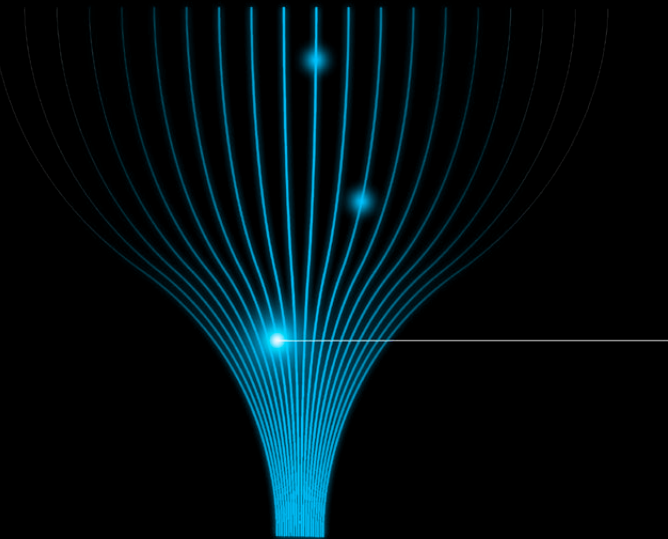
Social Media

Application

Ensure your employer brand stands out when candidates are ready to apply. **Digital Display Retargeting** keeps your roles in front of engaged job seekers, **Keyword Contextual Targeting** places your brand within relevant content, and **Social Media Advertising** delivers tailored messages where candidates actively engage – reinforcing trust and driving applications.



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Action

Channel recommendation



Search Engine Marketing

Application

Search Engine Marketing delivers results when candidates are ready to apply. After engaging job seekers through Awareness and Intent campaigns, this final-stage strategy ensures your roles appear at the top of search results, keeping your brand top of mind and driving more relevant 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.

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