



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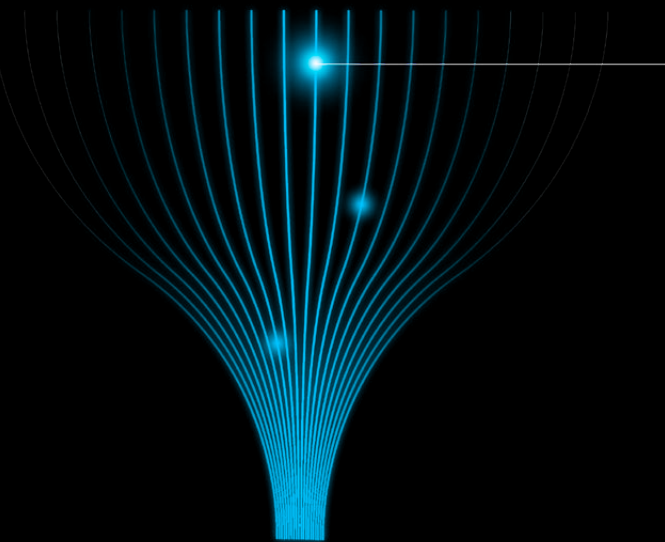
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

# 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



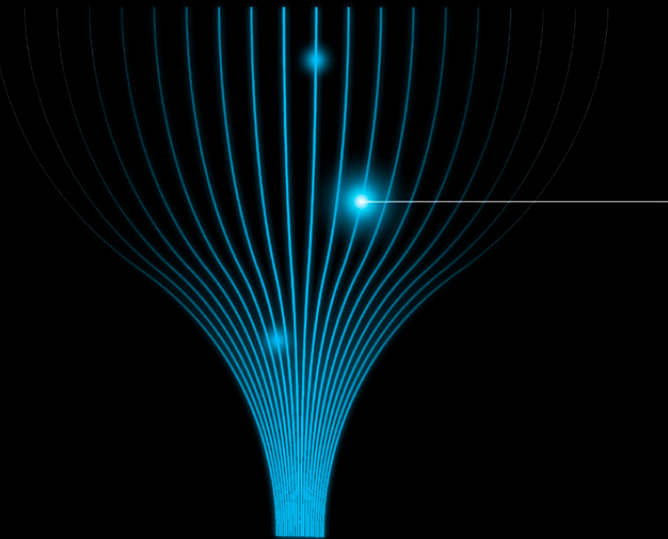
Bus Advertising

## 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, while **Bus Advertising** turns everyday commutes into prime branding opportunities.



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# Intent

## Channel recommendation

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Digital Display (Retargeting & Keyword Contextual)



Social Media

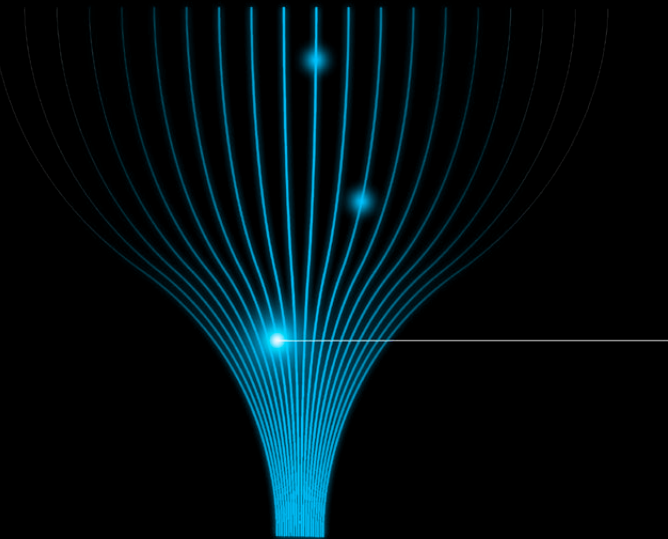
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## Application

Make your employer brand impossible to ignore at the intent stage. **Digital Display Retargeting** reconnects with interested job seekers, **Keyword Contextual Targeting** positions your ads alongside relevant content, and **Social Media Advertising** reaches candidates on the platforms they use most – building credibility and encouraging applications.



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# Action

## Channel recommendation

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Search Engine Marketing

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## 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.

**(+44) 0208 1242558**

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