



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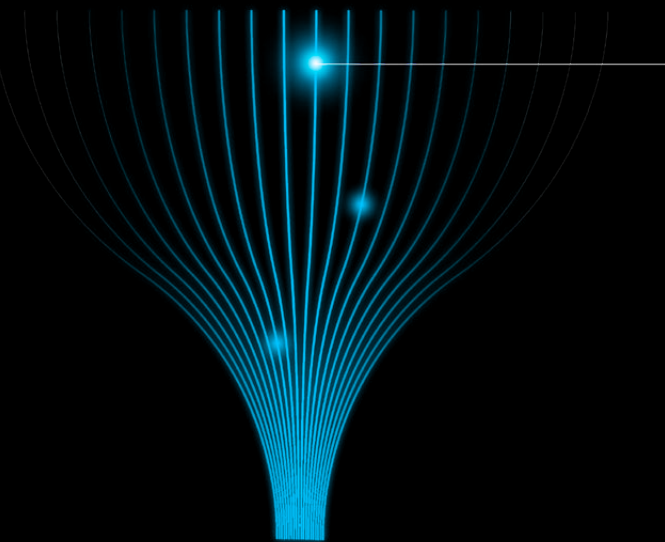
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth.

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



Digital Radio

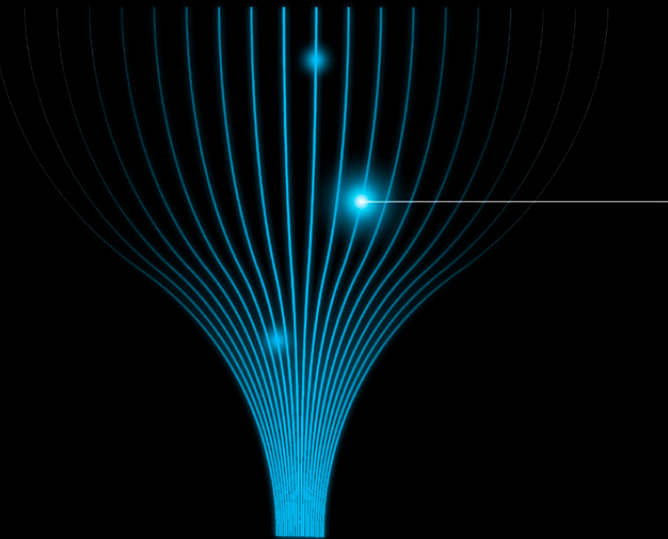
Application

Creating brand awareness among the right audience is essential for attracting quality candidates. **Geofencing** allows you to reach professionals in specific workplaces or key locations, ensuring your message connects with those most relevant. **Digital Display** and **Billboards** enhance visibility both online and in busy city spaces, while **Digital Radio** delivers your employer brand directly to engaged listeners.

By consistently keeping your brand in front of the right people, these channels spark interest and encourage applications as candidates progress through the recruitment journey.



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Intent

Channel recommendation

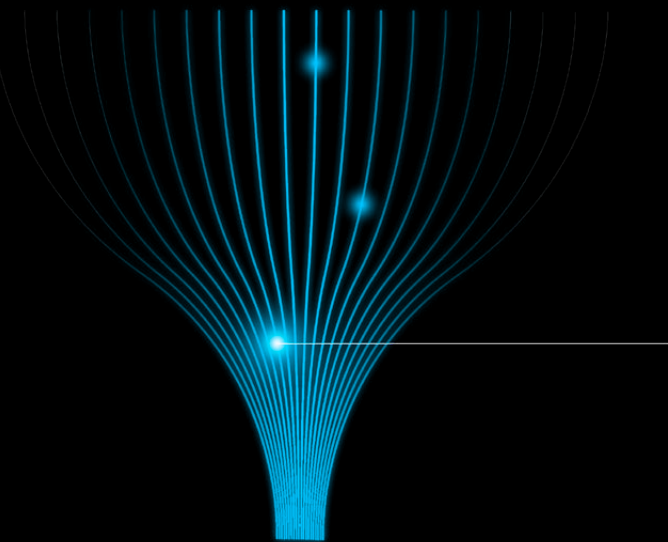


Digital Display (Retargeting & Keyword Contextual)

Application

Move candidates closer to applying with targeted advertising. **Digital Display Retargeting** reminds past visitors of your opportunities, while Keyword Contextual Targeting places your ads next to relevant job-related content, keeping your brand top of mind and encouraging action at the intent stage of the recruitment funnel.





Action

Channel recommendation



Search Engine Marketing



Candidate Search



crooton Select

Application

At the Action stage, reaching the right candidates is crucial. **Search Engine Marketing** places your roles at the top of job-related searches, while crooton's extensive candidate database enables targeted outreach. With **crooton Select**, our recruitment professionals personally engage and pre-screen candidates, ensuring only the most suitable job seekers progress to the next stage.



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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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