



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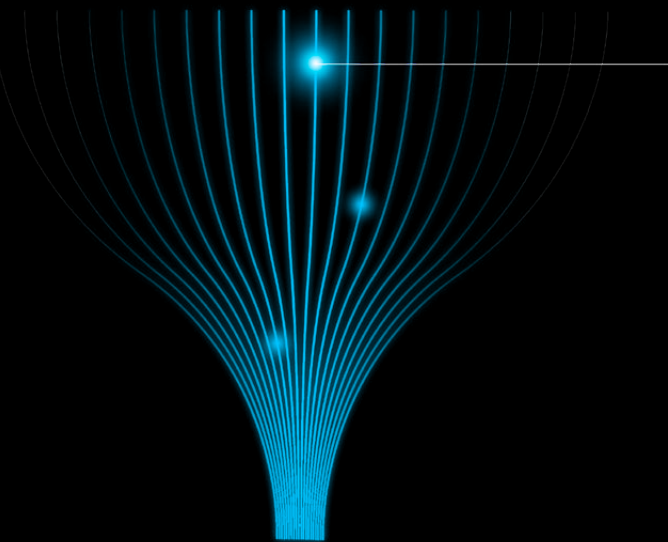
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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

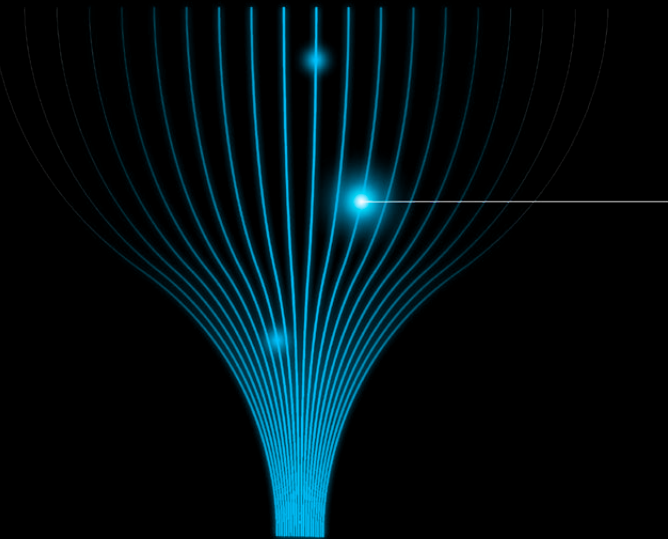
Building awareness among the right audience is the first step in attracting quality candidates.

Geofencing ensures your brand reaches professionals in specific buildings or key locations, keeping your opportunities top of mind. **Digital Display** and **Billboards** maximize visibility both online and in high-traffic areas, while **Digital Radio** delivers your message directly to engaged listeners.

By strategically increasing awareness, these channels help nurture interest and guide candidates toward applying as they move through the recruitment funnel.



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Intent

Channel recommendation



Digital Display (Retargeting & Keyword Contextual)



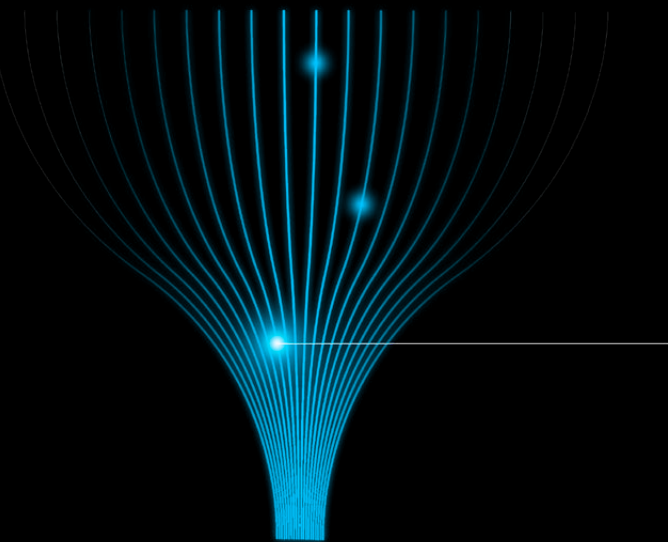
Social Media

Application

Guide job seekers toward applying with strategic advertising. **Digital Display Retargeting** keeps your opportunities visible to engaged candidates, while **Keyword Contextual Targeting** places your ads alongside relevant content. **Social Media** Advertising reinforces interest by delivering tailored job ads to active and passive candidates on their favourite platforms.



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Action

Channel recommendation



Search Engine Marketing



Candidate Search



crooton Select

Application

Turning interest into action requires a targeted approach. **Search Engine Marketing** captures active job seekers, while crooton's database enables direct outreach to skilled professionals. With **crooton Select**, our recruitment experts personally speak to candidates, conducting first-stage screening to ensure only high-quality applicants move forward.



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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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