



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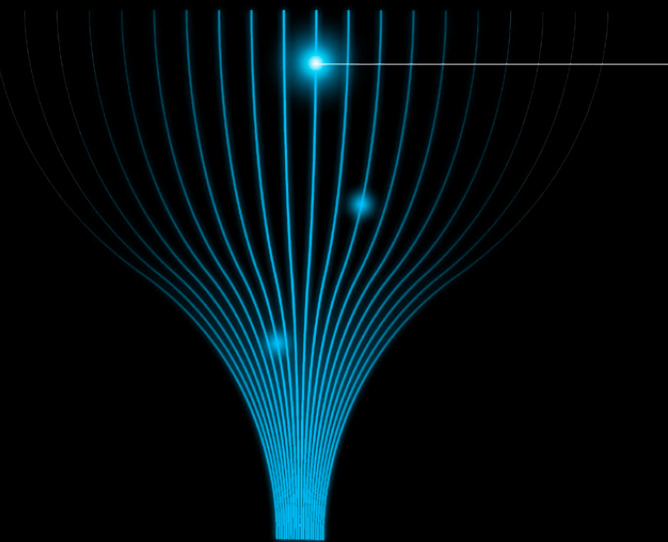
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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

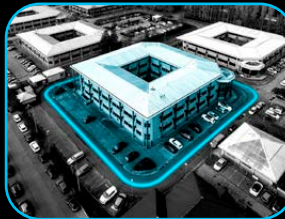


Digital Billboards

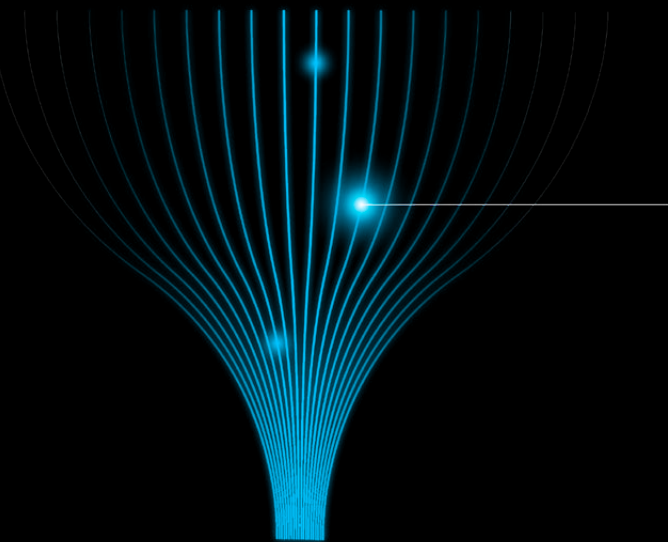
Application

Building awareness among the right audience is key to attracting quality candidates. **Geofencing** enables you to target professionals in specific workplaces or key locations, ensuring your message reaches those most relevant. **Digital Display** and **Billboards** boost visibility both online and in high-traffic areas, keeping your brand top of mind.

By maintaining a strong presence in the right places, these channels create interest and encourage applications as candidates move through the recruitment journey.



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Intent

Channel recommendation



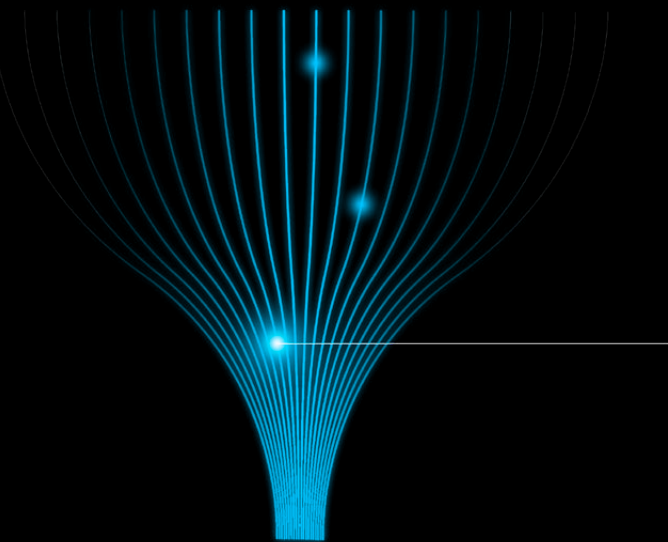
Digital Display (Retargeting & Keyword Contextual)

Application

Keep your roles in front of the right candidates at the right time. **Digital Display Retargeting** reconnects with job seekers who have already engaged, while Keyword Contextual Targeting ensures your ads appear alongside relevant content, reinforcing interest and guiding candidates towards applying.



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Action

Channel recommendation



Search Engine Marketing



Candidate Search

Application

At the Action stage, visibility and direct engagement are key. **Search Engine Marketing** ensures your roles appear at the top of job-related searches, while crooton's extensive candidate database allows for targeted outreach to active job seekers with the right skills – turning interest into high-quality 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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