



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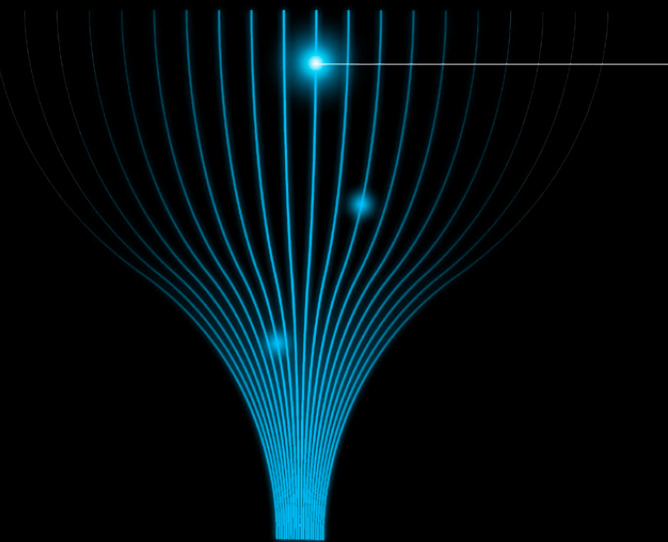
A series of curved, glowing blue lines that sweep from the top right towards the bottom right, creating a sense of motion and depth against the dark background.

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

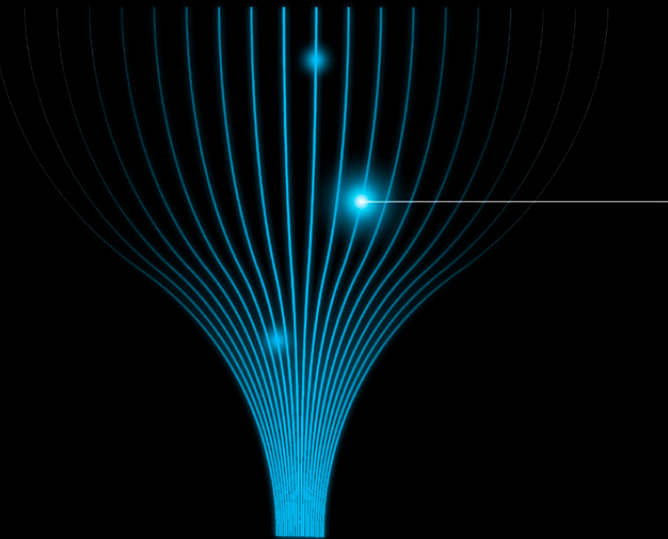
Application

Connecting with the right audience at the right time is essential for attracting quality candidates. **Geofencing** allows you to engage professionals in specific workplaces or key locations, ensuring your brand stays in front of the people who matter most. **Digital Display** advertising boosts visibility online, keeping your opportunities top of mind.

By consistently reinforcing your presence in strategic locations, these channels generate interest and help convert engaged job seekers into quality applicants.



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Intent

Channel recommendation



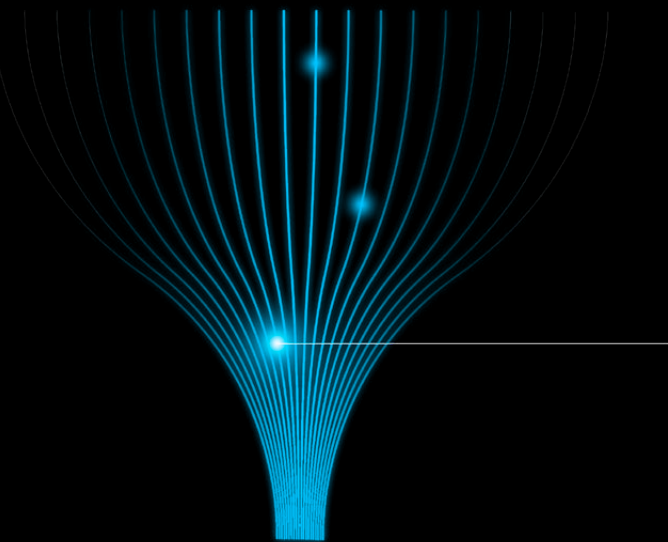
Digital Display (Retargeting)

Application

Stay visible to engaged job seekers as they consider their next move. **Digital Display Retargeting** serves targeted ads to those who have already interacted with your brand, reinforcing interest and guiding them back to complete their application.



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Action

Channel recommendation



Search Engine Marketing



Candidate Search

Application

Awareness and Intent marketing build interest – **Search Engine Marketing** and targeted outreach turn it into action. Alongside ensuring your roles appear at the top of job-related searches, crooton's extensive candidate database enables direct engagement with active job seekers who have the right skills, increasing the volume and quality of 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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