

**EXPA Guides**

[aiesec.org/empa-guides](https://aiesec.org/empa-guides)

# Running campaigns

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# What is a campaign?

A campaign is a series of posts, videos, sessions; that you would conduct to generate leads for oGX.

- Campaigns can be online and offline
- Campaigns can be paid or unpaid

When you run a campaign, it is important that you measure the effectiveness of your campaign for various reasons such as...

- Internal RnR
- Testing effectiveness of various messaging

The **campaigns** feature on EXPA provides you a method of doing just that.



# What is a UTM link?

In any kind of campaign you conduct, it is important to have a **call-to-action** which is usually to prompt the user to sign up on aiesec.org

In your marketing/promotional material you include a **link** to our website for the user to visit.

In this you can include some additional information called **UTM parameters**, which can be used to track the performance of the campaign.

e.g. UTM link

**[https://aiesec.org/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)**

When a user signs up on aiesec.org using a UTM link, EXPA will track and tag these sign ups for you.



# Components of a UTM link

e.g

[https://aiesec.org/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)

## UTM source

This parameter is used to identify the source of the traffic. It tells you where the traffic is coming from.

Example: If you are running an ad on Google, your UTM source could be `utm_source=google`.

## UTM medium

This parameter identifies the medium used to deliver the content. It helps to specify the type of traffic, such as email, social media, cost-per-click (CPC), or another medium.

Example: For traffic coming from a paid ad, you might use `utm_medium=cpc`.

## UTM campaign

This parameter is used to identify a specific campaign or promotion. It is used for keyword analysis to track the performance of a particular campaign.

Example: For a specific marketing push, such as a holiday sale, you might use `utm_campaign=christmas_sale`.

## UTM term

Primarily used for paid search advertising, this parameter tracks the keywords for which the ad was shown. It's helpful for monitoring which keywords perform best in terms of leading traffic to a website.

Example: If you're targeting specific keywords in a Google Ads campaign, you could use `utm_term=running+shoes`.

# Components of a UTM link (contd.)

e.g

[https://aiesec.org/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)

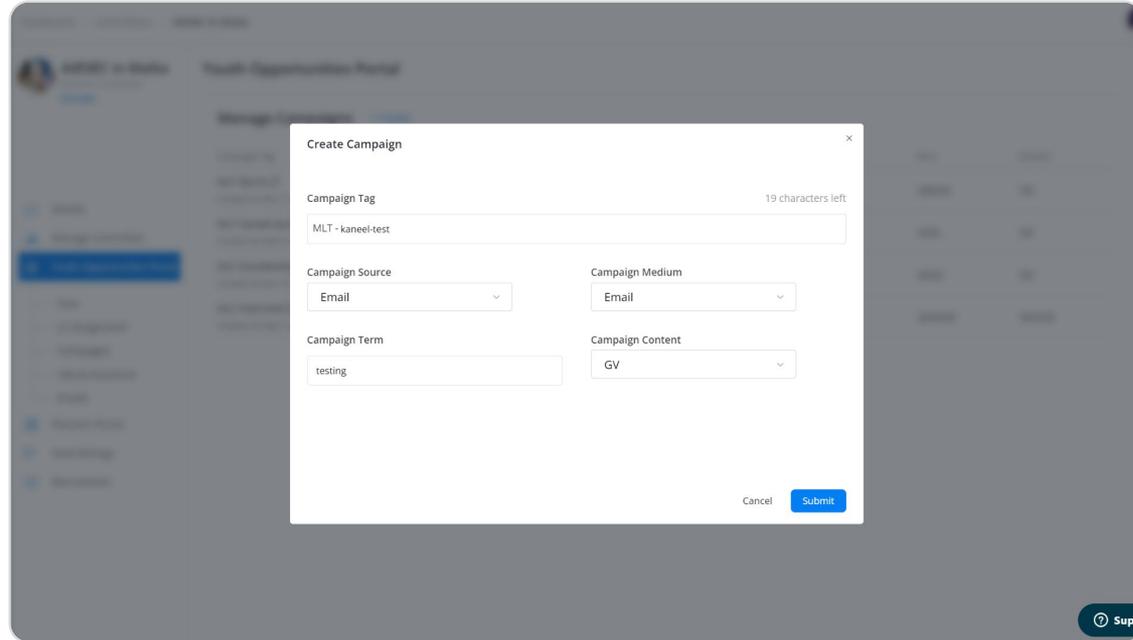
## UTM content

This parameter is used to differentiate similar content within the same ad or to distinguish the links that point to the same URL from different places in an email or a webpage.

Example: If you have two call-to-action links within the same email campaign, you could use `utm_content=link1` and `utm_content=link2` to track which link gets more clicks.

You can customize each component of a UTM link as per your needs

# How to create a campaign on EXPA



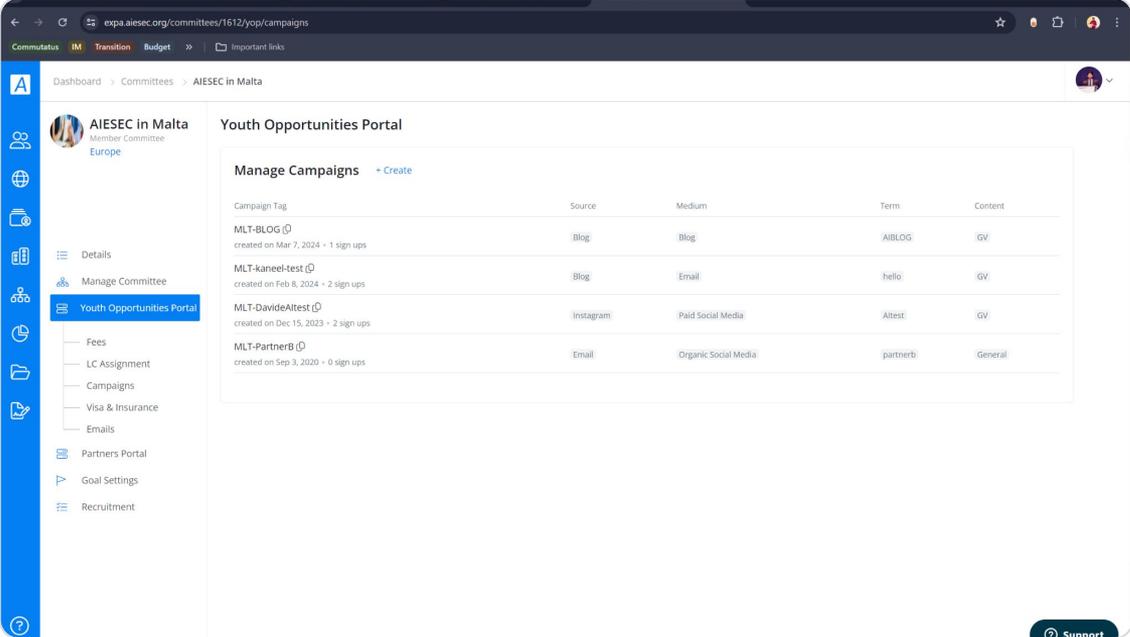
The screenshot shows a 'Create Campaign' modal window with the following fields:

- Campaign Tag:** A text input field containing 'MLT - kaneel-test' with a character count of '19 characters left'.
- Campaign Source:** A dropdown menu with 'Email' selected.
- Campaign Medium:** A dropdown menu with 'Email' selected.
- Campaign Term:** A text input field containing 'testing'.
- Campaign Content:** A dropdown menu with 'GV' selected.

At the bottom right of the modal, there are 'Cancel' and 'Submit' buttons. A 'Support' icon is visible in the bottom right corner of the background interface.

1. Open your entity's (MC's) committee page on EXPA  
search for your entity on <https://expa.aiesec.org/committees>
2. On the left-side menu, click on **Youth Opportunities Portal**, and then **Campaigns**
3. Click on the **+ Create** button
4. Fill out the necessary details for your campaign
5. Click on submit

# View campaigns and obtain UTM link



The screenshot shows the EXPA AIESEC in Malta Youth Opportunities Portal. The page title is "Youth Opportunities Portal" and it features a "Manage Campaigns" section with a "+ Create" button. Below this is a table listing four campaigns with their respective details.

| Campaign Tag   | Source    | Medium               | Term     | Content |
|--|-----------|----------------------|----------|---------|
| MLT-BLOG (🔗)<br>created on Mar 7, 2024 + 1 sign ups          | Blog      | Blog                 | AIBLOG   | GV      |
| MLT-kaneel-test (🔗)<br>created on Feb 8, 2024 + 2 sign ups   | Blog      | Email                | hello    | GV      |
| MLT-DavideAltest (🔗)<br>created on Dec 15, 2023 + 2 sign ups | Instagram | Paid Social Media    | Altest   | GV      |
| MLT-PartnerB (🔗)<br>created on Sep 3, 2020 + 0 sign ups      | Email     | Organic Social Media | partnerb | General |

1. Open your entity's (MC's) committee page on EXPA  
search for your entity on <https://expa.aiesec.org/committees>
2. On the left-side menu, click on **Youth Opportunities Portal**, and then **Campaigns**
3. This page will list all the campaigns you have created along with the number of sign ups you have obtained through each campaign.
4. Click on the copy icon (🔗) next to each campaign to copy its relevant UTM link

# Customizing UTM links

By default, all UTM links will direct to AIESEC's homepage (aiesec.org)

However, for most campaigns, you would want to direct the user to a specific page on our website (e.g an opportunity or a product landing page)

You can manually change the first part of the link to direct the user to a different page and include it in your marketing content

## **Original link (to homepage)**

[https://aiesec.org/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)

## **To GV landing page**

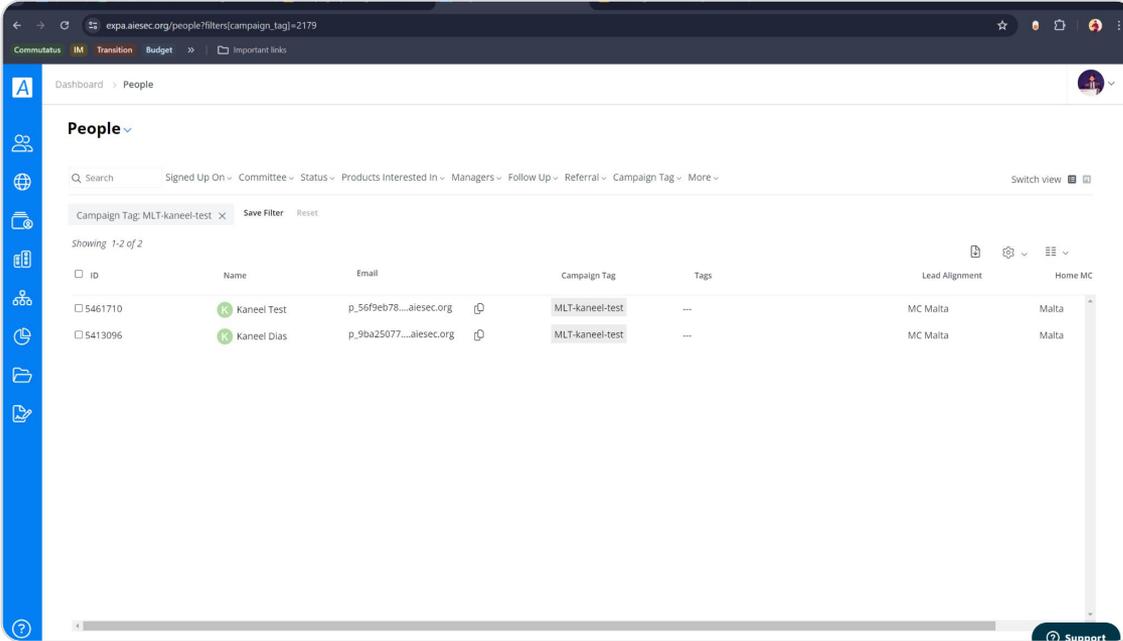
[https://aiesec.org/global-volunteer/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/global-volunteer/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)

## **To an opportunity page**

[https://aiesec.org/opportunity/global-volunteer/1234567/?utm\\_source=Blog&utm\\_medium=Email&utm\\_campaign=MLT-kaneel-test&utm\\_term=hello&utm\\_content=GV](https://aiesec.org/opportunity/global-volunteer/1234567/?utm_source=Blog&utm_medium=Email&utm_campaign=MLT-kaneel-test&utm_term=hello&utm_content=GV)



# Tracking campaign sign ups



The screenshot shows the EXPA People CRM interface. The browser address bar displays the URL [expa.aiesec.org/people?filters\[campaign\\_tag\]=2179](https://expa.aiesec.org/people?filters[campaign_tag]=2179). The page title is "People". A filter bar at the top shows "Campaign Tag: MLT-kaneel-test" with options to "Save Filter" or "Reset". Below the filter bar, it says "Showing 1-2 of 2". A table lists two people:

| ID      | Name        | Email                    | Campaign Tag    | Tags | Lead Alignment | Home MC |
|---------|-------------|--------------------------|-----------------|------|----------------|---------|
| 5461710 | Kaneel Test | p_56f9eb78....aiesec.org | MLT-kaneel-test | ---  | MC Malta       | Malta   |
| 5413096 | Kaneel Dias | p_9ba25077....aiesec.org | MLT-kaneel-test | ---  | MC Malta       | Malta   |

1. On EXPA, visit the People CRM <https://expa.aiesec.org/people>
2. On the filters bar, click on **More** and select **Campaign Tag**
3. Using the **Campaign Tag** filter, search for the campaign tag you created.

You can also filter analytics by campaigns to see check your campaign effectiveness past sign ups