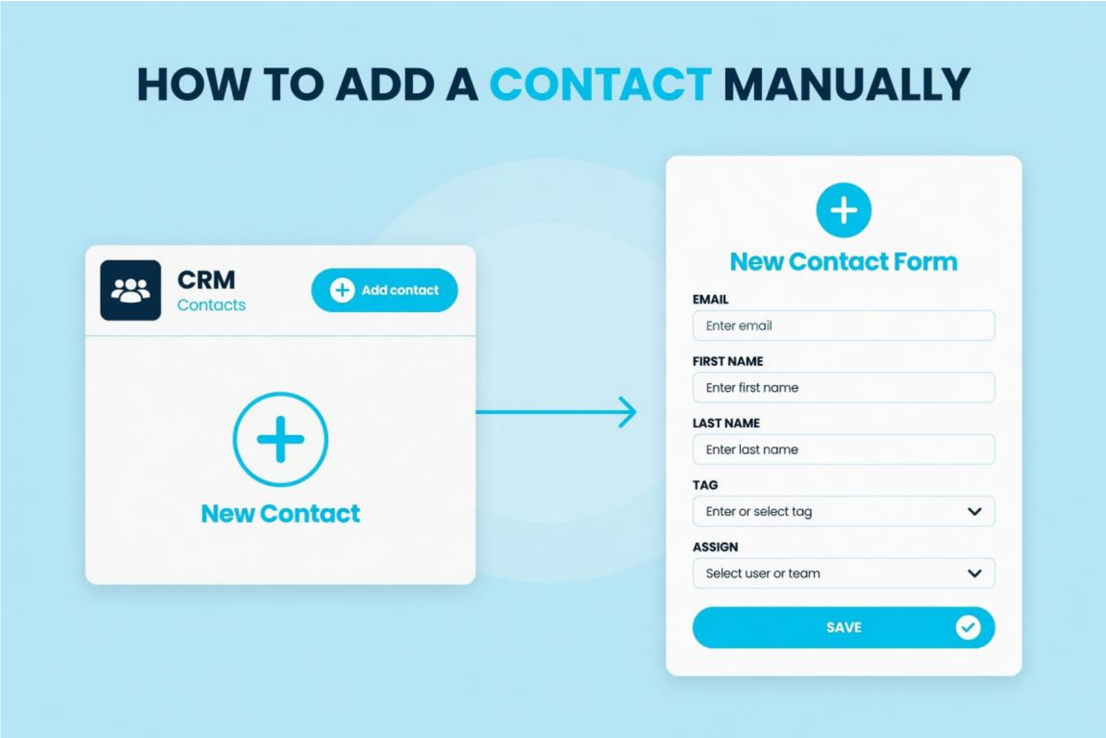
How to Add a Contact Manually



Introduction

Not every subscriber comes through a funnel opt-in. Sometimes you need to add **one person**—a VIP client, a workshop attendee, a referral, or a correction after a failed import. On systeme.io, **Create contact** in CRM lets you enter profile data by hand, assign tags immediately, and keep your list accurate without a CSV file.

This guide walks through the form fields, consent expectations, and how manual entry fits next to bulk import—based on How to add a contact manually.

Consent and Legal Best Practice

Add contacts **only** when you have a lawful basis to email them—explicit opt-in, existing customer relationship, or documented permission. Manual creation does not replace consent; it is a data-entry method. Following this rule keeps you aligned with deliverability guidance and regulations (How to improve your email deliverability).

Do **not** manually type purchased or scraped addresses. For large compliant migrations, use import with proper status fields (Essential steps to import contacts successfully).

Step-by-Step: Create a Contact

1. Open the **CRM** tab
2. Click **Contacts**
3. Click **Create contact**
4. Complete the form:
    1. **Email** (required)—unique identifier for the contact
    2. **Language** (required)—used for localized emails and system messages
    3. **First name**, **Last name**, phone, and other standard fields (optional but recommended)
    4. **Custom fields**—if you created them in CRM settings, fill them here for segmentation
    5. **Tag** (optional)—assign one or more tags at save time (How to create a tag first if missing)
5. Click **Save**

The contact appears in your list immediately and counts toward your plan's contact limit (pricing).

After You Save

- Open the contact profile to verify email, language, and tags
- Add more tags later via **More actions** → **Add tag** (How to automatically and manually add tags to your contacts)
- Subscribe them to a campaign or automation only if they should receive those emails
- Search CRM by email to avoid creating duplicates

If the email already exists, systeme.io typically updates or blocks duplicate creation depending on current behavior—search **Contacts** before adding.

Manual Add vs Other Methods

Method	Best for
Create contact	1–few people, corrections, VIPs
CSV import	Hundreds or thousands with column mapping

Method	Best for
Funnel opt-in	Self-service subscribers with automation rules
Public API	Apps, integrations, custom forms ([How to use systeme.io's public API])

Community tip: pipeline or sales workflows may still require contacts to exist in CRM—manual create is valid when import is overkill.

Tags, Newsletters, and Automations

Tags assigned at creation work the same as tags from opt-in: they drive newsletter audiences and automation triggers. Creating a contact **does not** automatically send a welcome email unless a rule applies to *new* contacts you configured separately ([How do automation rules operate?]).

Use a clear tag such as `manual-vip-2026` to distinguish hand-entered leads from web forms.

Frequently Asked Questions

Why is Language mandatory?

systeme.io uses it for email localization and contact defaults—pick the language your messages to this person will use.

Can I add a contact without a tag?

Yes—tags are optional on save; add them anytime afterward.

I added the wrong person—what now?

Delete the contact from CRM or use bulk delete on a filtered tag batch ([How to delete multiple contacts]).

Related Resources

- How to add a contact manually
- How to import or export a contact list
- How to create a tag
- How to automatically and manually add tags to your contacts

systeme.io — one contact, full CRM power.

Last updated: July 11, 2026 · Based on *How to add a contact manually*