Add an Unsubscribe Link

Mavilyn Carlos - 2026-11-02 - Email

All of your standard Gym Lead Machine campaigns are equipped with **unsubscribe links** at the bottom of each email. An unsubscribe link generally looks like "*Click here to unsubscribe.*", where some or all of the words are hyperlinked to an unsubscribe trigger link that we have built into your account. When the unsubscribe link is clicked, the contact sees a confirmation message and their contact is updated to DND "on" for email (meaning "do not disturb").

If you are adding a custom workflow to your GLM account, you should consider including an unsubscribe link so that contacts can opt out easily.

Which unsubscribe option should you use?

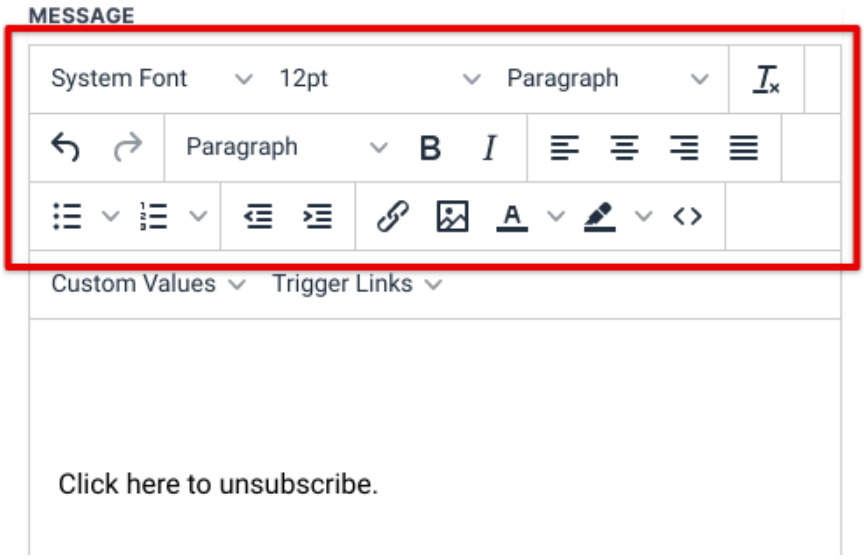
You have two options:

Option	What it does	Use it when
Standard unsubscribe trigger link	Turns on DND for email for the contact	You want a true unsubscribe from all email
Custom trigger link	Runs unique actions you choose (for example, removing a tag or removing the contact from a certain workflow campaign) without activating DND	You want contacts to opt out of one communication stream but still receive others

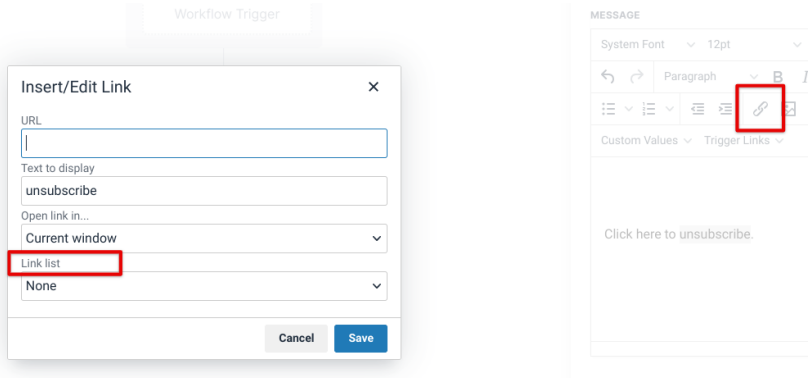
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Option 1: Link text to the standard unsubscribe trigger link

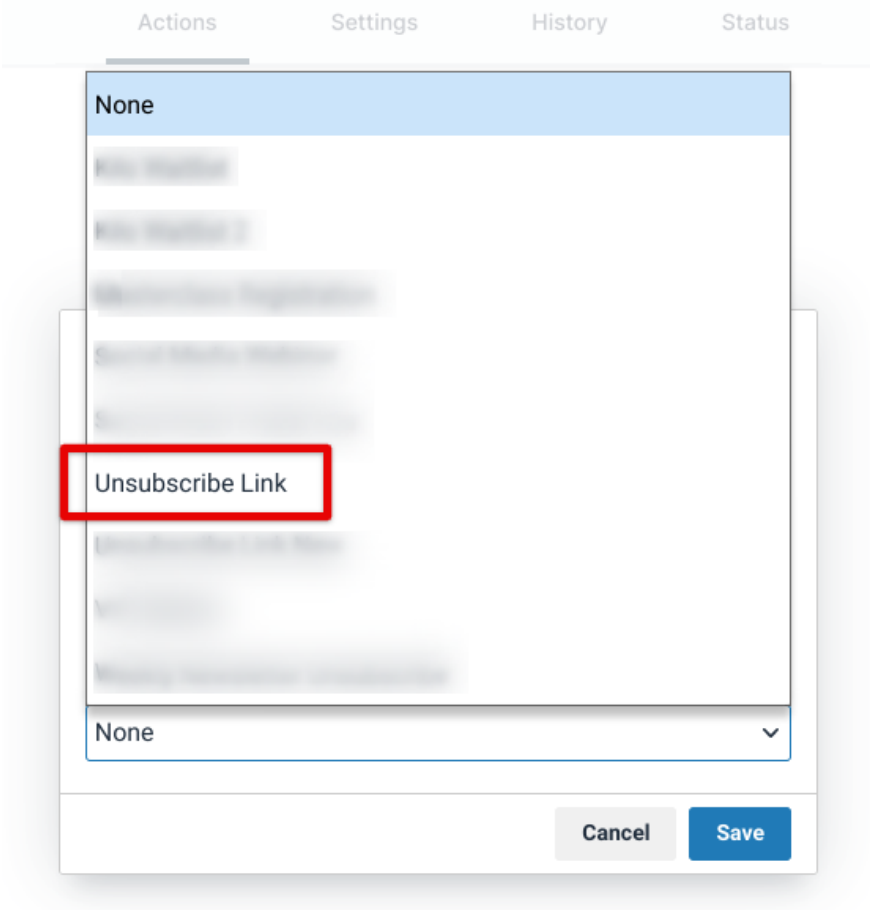
1. At the base of your email, write a line of unsubscribe text (for example, "Click here to unsubscribe."). You can opt to make this text smaller or lighter than your base email copy by using the editor options available.



2. Highlight all or part of the text. Click the **hyperlink** icon. Select the **Link List** drop-down menu.



3. Select **Unsubscribe Link** from the drop-down menu.

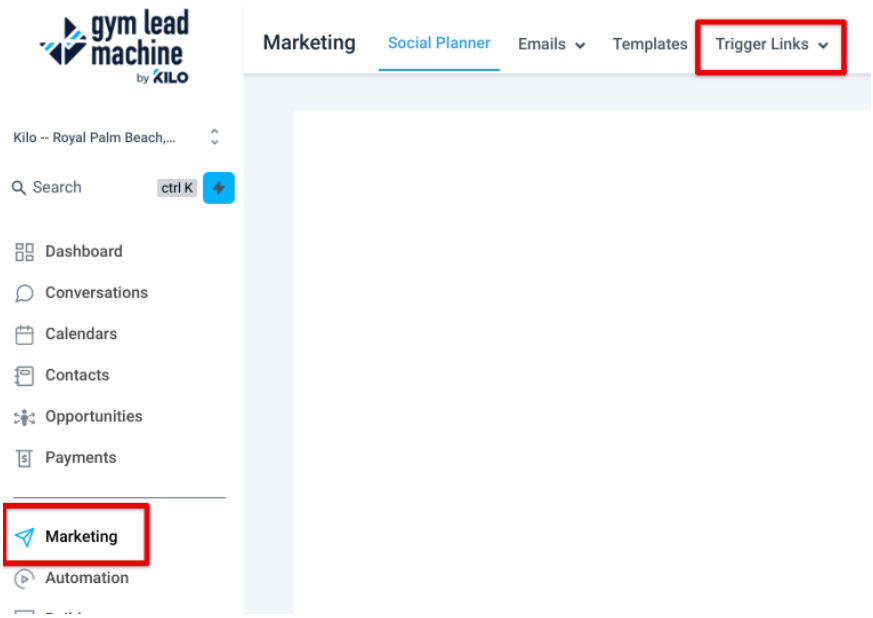


4. Your GLM account is already equipped with a workflow to enable DND when the Unsubscribe trigger link is clicked, so there is no further action you need to take. Be sure to save your workflow actions, and publish and save the workflow before exiting.

Option 2: Create and link a custom unsubscribe trigger link

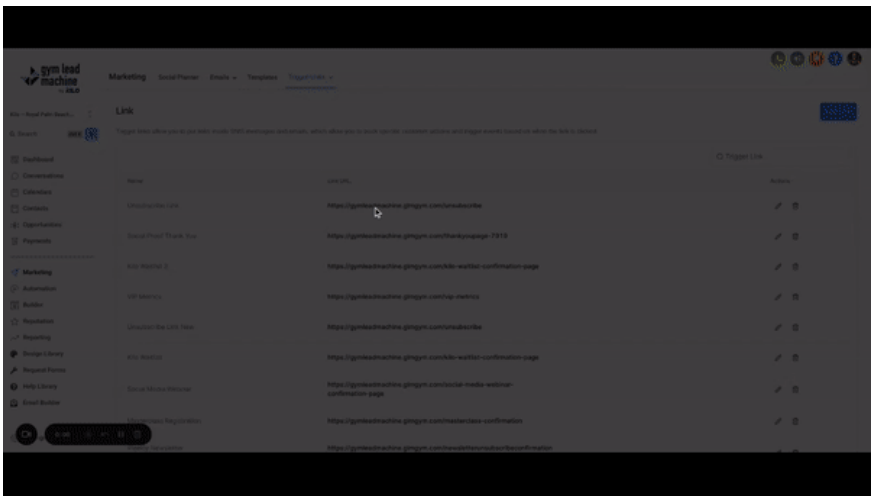
Create the new trigger link

1. You will begin in the **Marketing** tab, where you'll create your new trigger link. Click **Marketing** in the left menu and then **Trigger Links** in the upper menu.



2. When you get to the Trigger Link list, copy the existing Unsubscribe Link URL for your GLM account. It will end in /unsubscribe. You can highlight the URL and use the keyboard shortcut CTRL+C to copy.

3. Click the **Add Link** button in the upper right of your screen and paste the URL. You can use the keyboard shortcut CTRL+V.

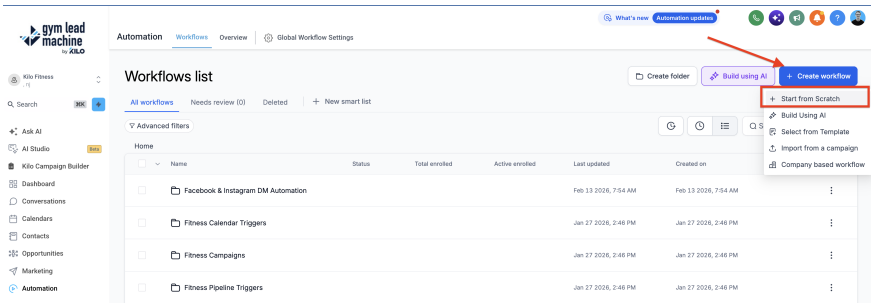


4. Name your new trigger link according to its use (for example, "Newsletter Unsubscribe Link") and **Save**.

Create a workflow for your trigger link actions

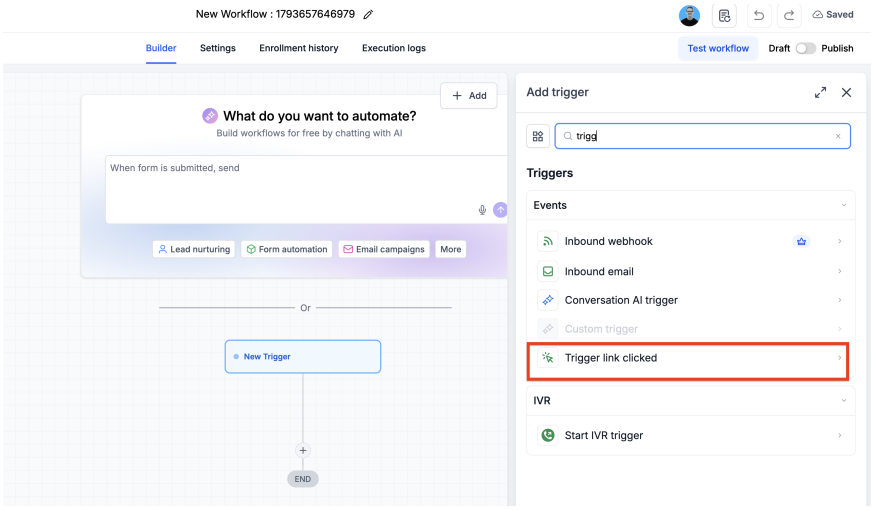
1. Now that your new trigger link is created, add the actions that will take place when it is clicked. Go to **Automation** on the left menu of your GLM account.

2. Click the **Create Workflow** button in the upper right and select **Start from scratch**.

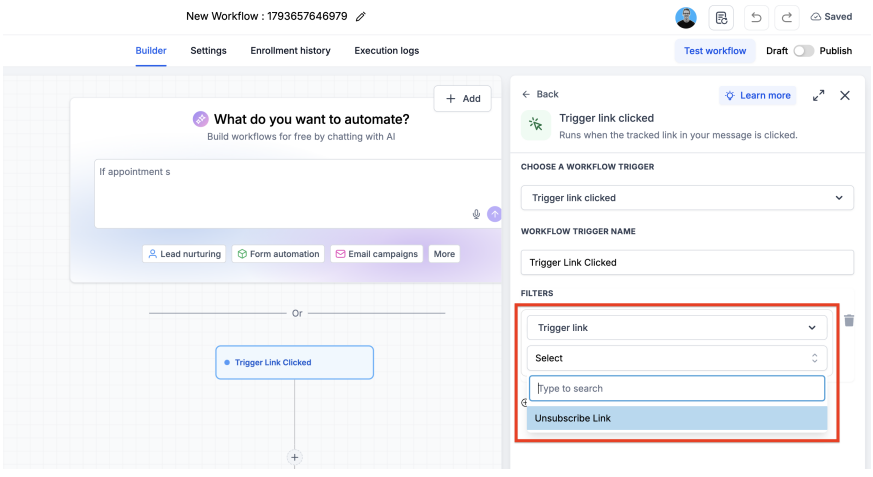


3. Name your workflow according to the trigger link being used.

4. Click **Add New Workflow Trigger** and search for "trigger link clicked" in the Workflow Trigger list that appears on the right. Select **Trigger Link Clicked**.



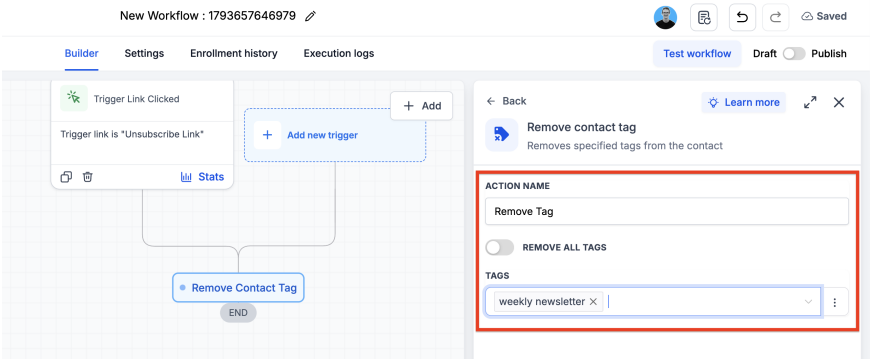
5. Select **+ Add Filters**. In the first drop-down menu, select **Trigger link**. In the second drop-down menu, select the proper trigger link for this workflow.



6. Save the workflow trigger.

7. Click **Add your first Action**. In the Actions menu that appears on the right, select the first thing you want to happen when a contact clicks this trigger link. The most common action is **Remove Contact Tag** if you are using a specific tag in order to communicate with contacts. By removing the tag when the unsubscribe link is clicked, this contact will no longer be included in those communications.

8. Select or create the tag you want to remove when the trigger link is clicked. Save the updated Action.



9. Add any further actions you'd like in this workflow, saving each one as you work.

10. Before exiting, publish and save the workflow.

Tip

You may opt to move this workflow to the Unsubscribe Trigger Links folder in your Workflows; it will help maintain organization in your system. You can always find this workflow easily by searching in Workflows.

Link your new unsubscribe link to text in your emails

1. To link your new trigger link to unsubscribe text in an email, follow the instructions in Option 1 above.

2. When you reach the stage of selecting the proper trigger link for your text, be sure to select the trigger link you've just created.

If you have questions about unsubscribe links and trigger link actions in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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