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Tags Explained

Mavilyn Carlos - 2026-07-25 - [Contacts](#)

Tags in Gym Lead Machine help track a contact's progress through their lead or client journey. Tags are added based on actions taken by the contact or by gym staff, and you can manage them for a single contact, a group of contacts, or across your entire account.

What you can do with tags

- Track where a contact is in their lead or client journey
 - Add or remove tags on an individual contact
 - Add or remove tags for a group of contacts at once
 - Create, edit, and delete tags account-wide in Settings
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Common tags in Gym Lead Machine

Here are some common tags used in GLM:

- **website form, fitness lead, lead**
 - **fitness new client, client** (legacy accounts)
 - **fitness new member, member** (2026 accounts)
 - **fitness long term client (member)**
 - **alumni**
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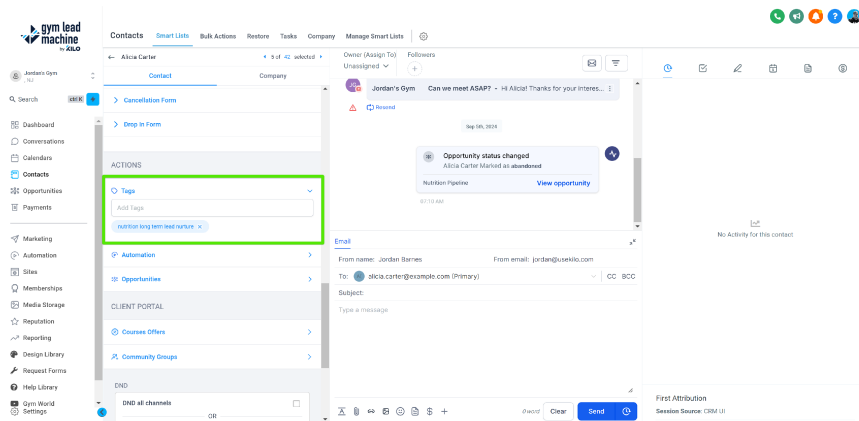
How tags are applied

Most tags reflect actions, but one tag triggers an automated action:

- **Lead tags:** added when a contact completes a form and enters GLM
- **Client/Member tags:** added when a contact is marked as **Won** in Opportunities
- **Cancelled Client/Member tag:** the **fitness/nutrition cancelled client** tag prompts the system to recognize that the contact is no longer a member

How do I manage tags for an individual contact?

1. Go to **Contacts** in your Gym Lead Machine account.
2. Search for and select the contact's name.
3. Scroll down to the **Tags** field in the left column.

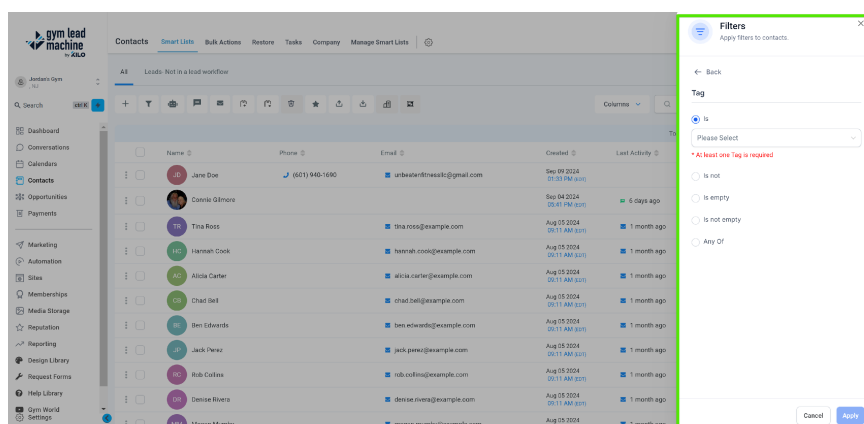


4. Remove a tag by clicking the **x** next to it.
5. Add a tag by typing in the **Tags** field and selecting from the list.

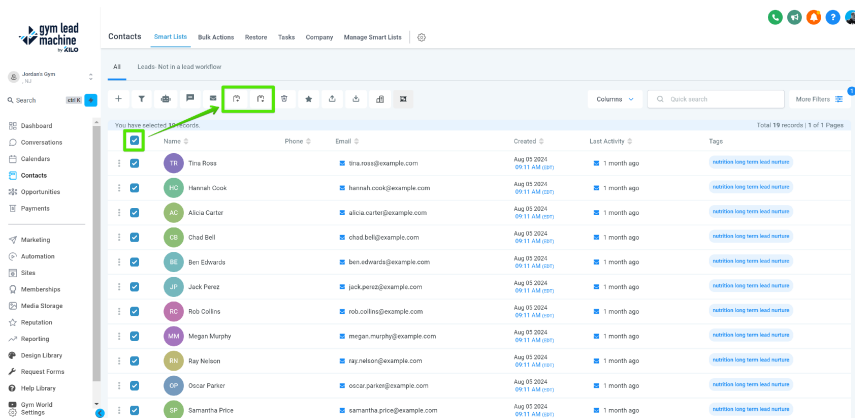
Tag changes are saved automatically.

How do I manage tags for a group of contacts?

1. Go to **Contacts** in the left-hand menu.
2. Use the **More Filters** option to narrow your contact list, or select a Smart List. You can filter by criteria such as **tag**, **opportunity stage**, or **pipeline**.



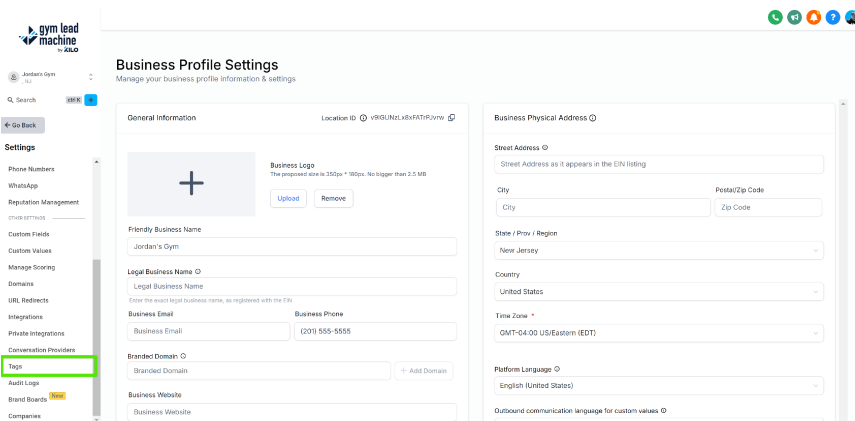
- Once filtered, select all contacts by clicking the checkbox next to **Name**.
- Click **Select all ### contacts** to ensure everyone is selected.
- Use the **Add Tag** or **Remove Tag** buttons to update the selected contacts.



How do I manage tags in Account Settings?

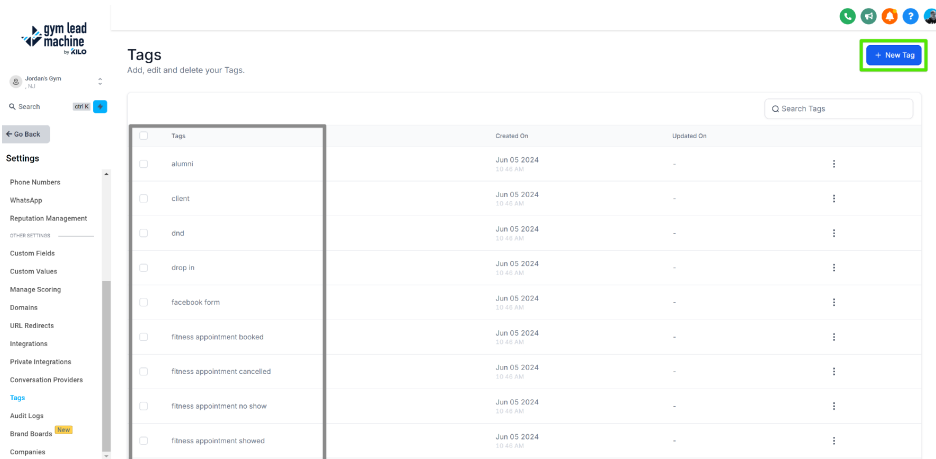
To manage tags across your entire GLM account:

- Go to **Settings** in Gym Lead Machine.
- Scroll down and click the **Tags** tab.



From the **Tags** section, you can:

- Add tags:** click **+ New Tag**, enter a name, and click **Create**
- Edit tags:** find the tag, click the three dots, and select **Edit** to change the name
- Delete tags:** click the trash can icon to remove the tag



Note

Editing or deleting a tag in Settings will update it for all contacts using that tag.

If you have questions about tags in Gym Lead Machine, our Support team is happy to help. Reach us at [**hello@usekilo.com**](mailto:hello@usekilo.com).

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