

Listener-to-Subscriber System Guide (Systeme.io)

Building an email list is the most effective way to own your audience, especially as a musician. This guide walks step-by-step through setting up a complete listener-to-subscriber system using Systeme.io.

This system is simple, free to start, and enough for most independent artists.

Step 1 — Create A Systeme.io Account

Create a free account using the link below.

[Create your free Systeme.io account here \(free plan is enough to start\)](#)

Why Systeme.io?

It lets you build pages, collect emails, send newsletters, and deliver downloads in one place.

The free tier gives you more than enough to get started, which makes it perfect for independent artists without a marketing budget.

Step 2 — Create A Simple Opt-In Funnel

Your opt-in page is where listeners exchange their email for a free download.

- Log into your Systeme.io dashboard
- Go to Funnels → Create
- Name the funnel (example: Fan List)
- Select goal: Build an audience

Add a step:

- Click Add step
- Select Opt-in page
- Choose a simple template

Edit the page:

- Add a clear headline
- Add an image of your music or freebie
- Keep only one email field
- Keep one button

Set button action:

- Click the button
- Set action to Submit form

Simple pages convert better.

Step 3 — Connect Your Email List Using Tags

Systeme.io uses Tags to organise subscribers.

Create a tag:

- Go to Contacts → Tags
- Create tag (example: Music Fans)

Connect tag to funnel:

- Go to Funnels
- Open your opt-in step
- Click Automation rules
- Add rule → Funnel step form subscribed
- Add action → Add tag
- Select your tag

Now every subscriber goes into your list.

Step 4 — Deliver Your Free Download Automatically

Give listeners a reason to subscribe.

Good incentives (AKA lead magnets):

- Unreleased song
- Sample pack
- PDF / lyric book
- Early access

Create delivery email:

- Go to Emails → Campaigns
- Create campaign (example: Freebie Delivery)
- Create email
- Set delay to 0 minutes

Upload file:

- Highlight text (example: Download here)
- Click link icon
- Upload file to Systeme.io

Connect automation:

- Go to funnel → Automation rules
- Add action → Subscribe to campaign
- Select your delivery campaign

Now the download sends automatically.

Step 5 — Place Your Link Where Your Music Is

Your funnel only works if people see the link.

Copy your opt-in page URL.

Place it here:

- Instagram bio
- TikTok bio
- YouTube descriptions
- Spotify profile (via Spotify for Artists)
- Pinned posts
- Link-in-bio page

Promote it directly:

Post stories telling fans:

Free song in bio Join the email list Download the pack

Listeners won't subscribe if you never tell them.

Step 6 — Track Conversions Every Week

Tracking shows if the system works.

Check every week:

- New subscribers
- Page visits
- Conversion rate

Where to check:

- Dashboard → leads graph

- Funnel → Stats tab

If conversion is low:

- Improve headline
- Change freebie
- Move link higher
- Mention the list more

Anything above 20% conversion is good for a simple opt-in.

Step 7 — Keep The System Simple

You do not need:

- Paid ads
- Complex funnels
- Expensive tools
- Advanced automation

You need:

- One opt-in page
- One list
- One free incentive
- One link everywhere
- Weekly tracking

This is enough to start owning your audience.

Final Rule

Listeners do not become fans automatically.

Listeners become subscribers. Subscribers become fans. Fans become supporters.

Build the system once.

Use it every week.