

ManyChat to Systeme.io Automation Guide

How It Works

This automation connects ManyChat and Systeme.io through Make.com.

When someone interacts with your ManyChat flow (e.g. comments on a post, opts in for a freebie), the automation:

1. Receives the subscriber's details from ManyChat
2. Checks their ManyChat tag and looks up the matching Systeme.io tag
3. Checks if the contact already exists in Systeme.io
4. If they're NEW: creates them as a contact in Systeme.io and adds the tag
5. If they ALREADY EXIST: just adds the new tag to their existing contact

It also validates that the subscriber entered a proper email address before processing, and silently handles any errors.

The Flow Overview

The Make.com scenario has 8 modules:

ManyChat Webhook > Email Valid? (filter) > Get Subscriber's Info > Data Store Tag Lookup > Systeme List Contacts > Router > Create Contact + Add Tag OR Add Tag



Part 1: Setting Up the Data Store in Make

The Data Store is a lookup table that maps your ManyChat tag names to Systeme.io tag IDs. This is how the automation knows which Systeme tag to apply.

Step 1: Find Your Systeme.io Tag IDs

1. Go to your Systeme.io account
2. Navigate to Contacts > Tags
3. Note down each tag name and its ID (number visible in the URL when you click on a tag)

Step 2: Add Tag Mappings to the Data Store

1. In Make.com, go to Data stores in the left sidebar
2. Open ManyChat-Systeme Tag Lookup
3. Click + Add to create a new record
4. Fill in:
 - Key: A short, unique slug (e.g. my-freebie-tag) - this is just for your reference

- ManyChat Tag Name: The EXACT tag name as it appears in ManyChat (e.g. systems)
- System Tag ID: The numeric ID from Systeme.io (e.g. 1916537)

5. Click Save

key	ManyChat Tag Name	Systeme Tag ID
income-allocator-app-freebie	Income Allocator App Freebie	1951856

Important: The ManyChat Tag Name must match EXACTLY what you set as the tag in your ManyChat flow (case-insensitive). If your ManyChat tag is "systems", put "systems" here.

Part 2: Setting Up a ManyChat Flow

For each freebie or opt-in you want to sync to Systeme.io, you need to configure two actions in your ManyChat flow: Add Tag and Trigger Make.

Step 1: Build Your ManyChat Flow

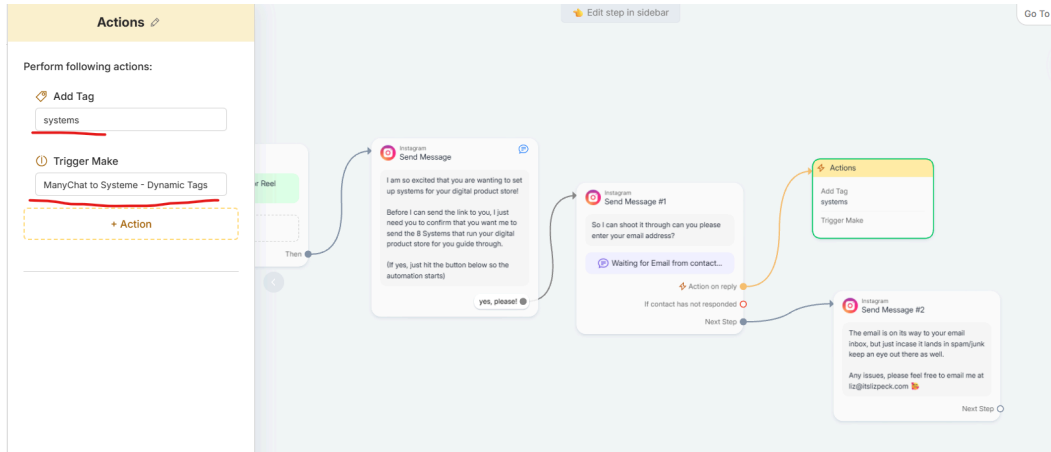
Set up your ManyChat flow as normal - this might be triggered by a comment, a keyword, a button click, etc. Make sure your flow:

1. Sends a message to the subscriber
2. Collects their email address (using the "Waiting for Email from contact" step)

Step 2: Add the Actions

After the email collection step, add an Actions block with two actions:

1. Add Tag - Enter the tag name (e.g. systems). This must match what you put in the Data Store.
2. Trigger Make - Select the scenario "ManyChat to Systeme - Dynamic Tags"



Important: The "Trigger Make" action MUST come AFTER the email collection step. The automation uses the subscriber's last input (their email) to create the contact in Systeme.io.

Step 3: Add a Confirmation Message

After the Actions block, add a message letting the subscriber know their freebie is on its way (e.g. "The email is on its way to your inbox!").

Part 3: Adding a New Freebie/Tag

When you create a new freebie or opt-in that needs syncing:

1. Create the tag in Systeme.io (if it doesn't exist already) and note the tag ID
2. Create the tag in ManyChat with the name you want to use
3. Add a record to the Data Store in Make.com mapping the ManyChat tag name to the Systeme tag ID
4. Set up the ManyChat flow with the Add Tag + Trigger Make actions as described above

That's it - the automation handles everything else.

Troubleshooting

The automation didn't trigger

- Check that the "Trigger Make" action is in your ManyChat flow and points to "ManyChat to Systeme - Dynamic Tags"
- Check that the Make scenario is active (turned on)

Contact wasn't created in Systeme

- Check the email filter: if the subscriber didn't enter a valid email address, the automation stops silently
- Check the Make execution history for any errors (Scenarios > click scenario > scroll down to see runs)

Tag wasn't applied

- Check the Data Store: make sure the ManyChat tag name matches EXACTLY what's in your ManyChat flow
- Check that the Systeme Tag ID is correct and the tag still exists in Systeme.io

Contact was created but tag is wrong

- The Data Store lookup is case-insensitive, but the ManyChat tag name must otherwise match exactly
- Double-check the Systeme Tag ID in the Data Store record