Bulk Add Contact Tags

Learn how to bulk add tags to contacts to segment lists, trigger automations, and prep SMS campaign registration. Fast steps, tips, and FAQs.

This article will show you how to quickly apply tags to multiple contacts using "Add Tags" feature. Whether you’re organizing leads by lifecycle stage, segmenting users for campaigns, or flagging contacts for automation, bulk tagging saves you hours of manual work. We’ll walk you through what tags are, why they matter, and exactly how to use them in just a few clicks.

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What is Adding Tags to Multiple Contacts

Adding tags in bulk allows you to label and organize large sets of contacts efficiently. Tags help categorize contacts based on shared traits, behaviors, or stages in the customer journey. This feature is essential for segmenting audiences, triggering automations, and managing CRM workflows at scale.

Bulk tagging is a powerful CRM operation that can streamline segmentation, personalization, and automation setup. Here are key advantages:

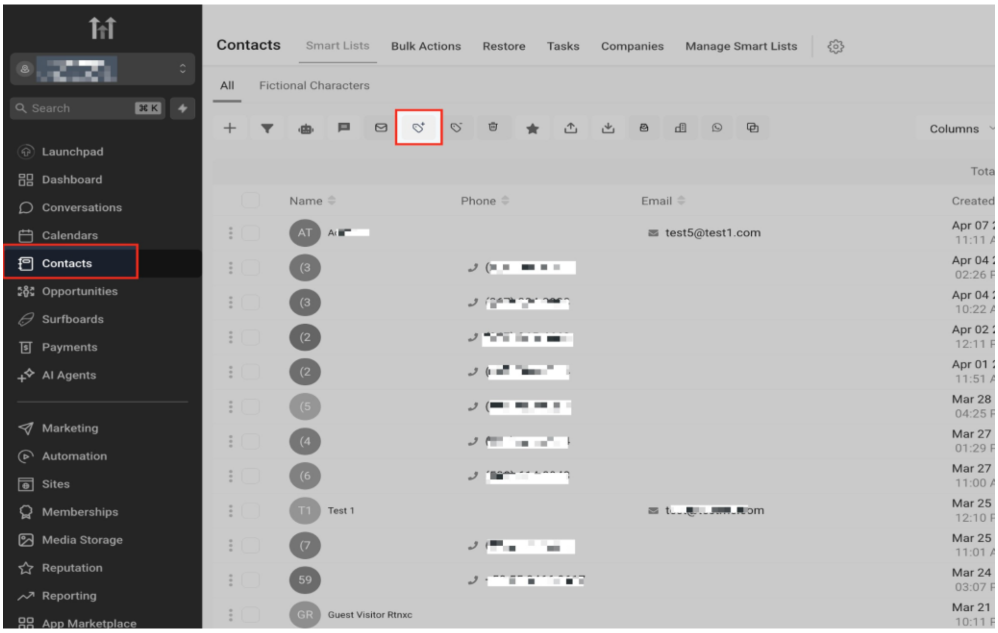
- Save time by tagging multiple contacts in one action
- Improve segmentation for more targeted communications
- Trigger workflows based on tag-based conditions
- Track campaign membership or progress with ease
- Maintain clean and organized contact records
- Enhance reporting and analytics by grouping relevant contacts

This section walks you through the exact process of applying tags to multiple contacts from the Contacts page.

Navigate to the “Contacts” Tab

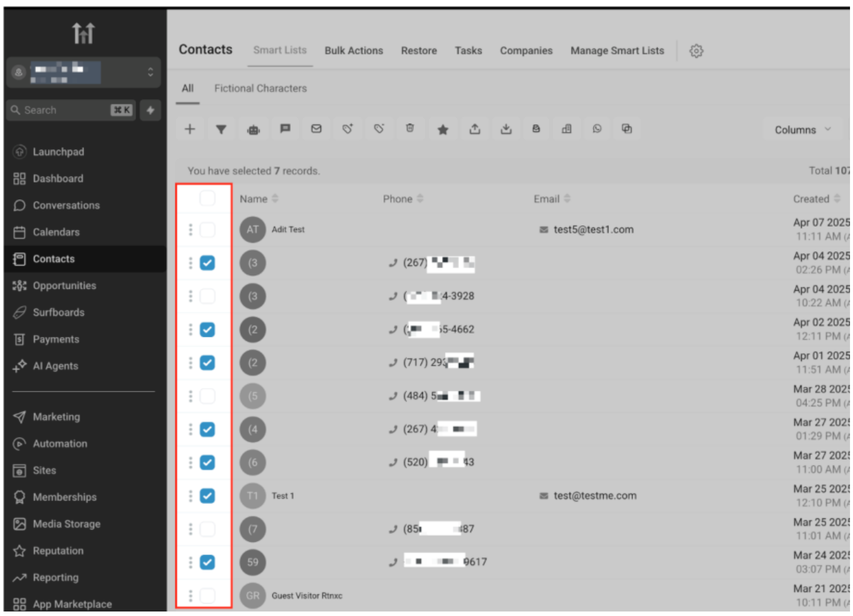
From your dashboard, click on the Contacts tab in

the left-hand navigation menu.



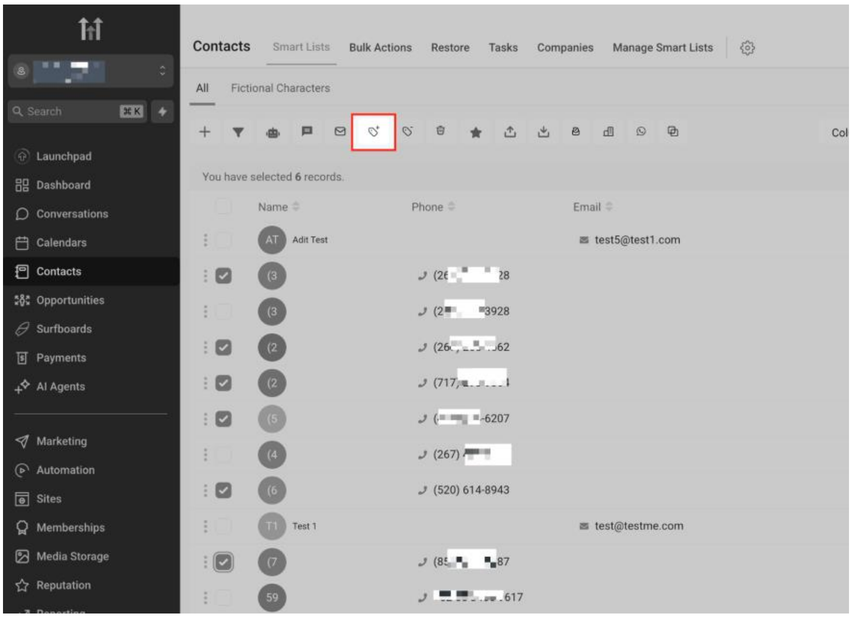
Select Multiple Contacts

Use the checkboxes on the left side to select the contacts you want to tag. You can select as many records as needed.



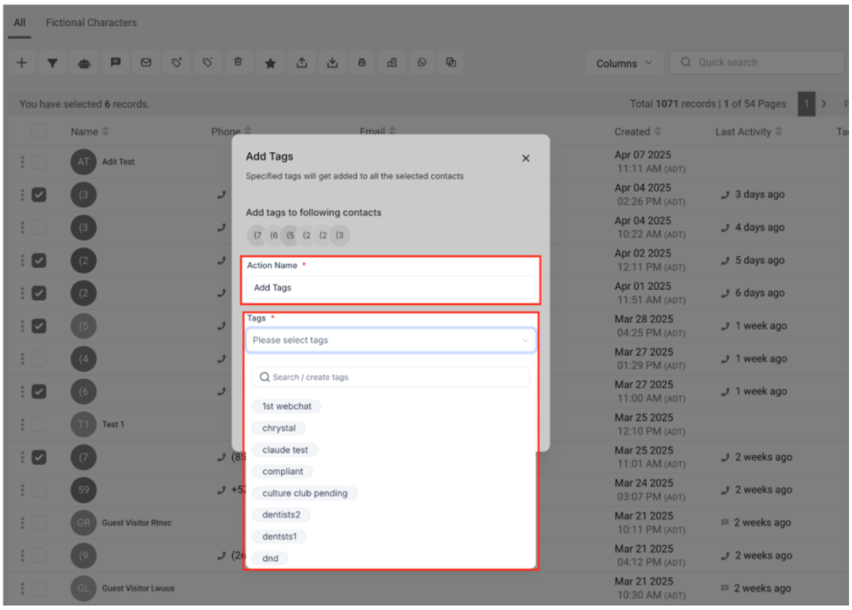
Click the “Add Tag” Icon

Once contacts are selected, click the Add Tag icon from the action bar at the top of the screen.



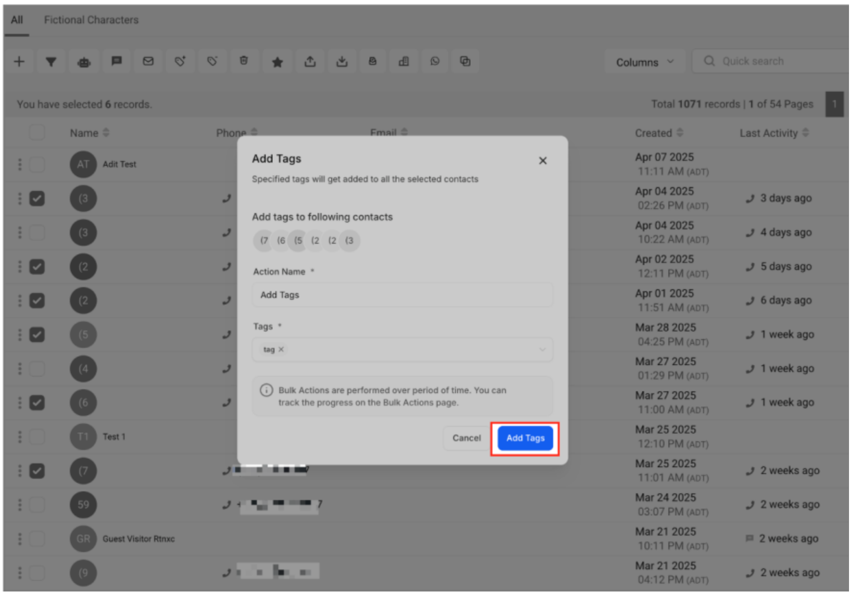
Add Action Name and Tags

In the “Add Tags” pop-up window, Give your action a name under Action Name field. Next, Click the dropdown from the Tags field and select one or more tags from the list.



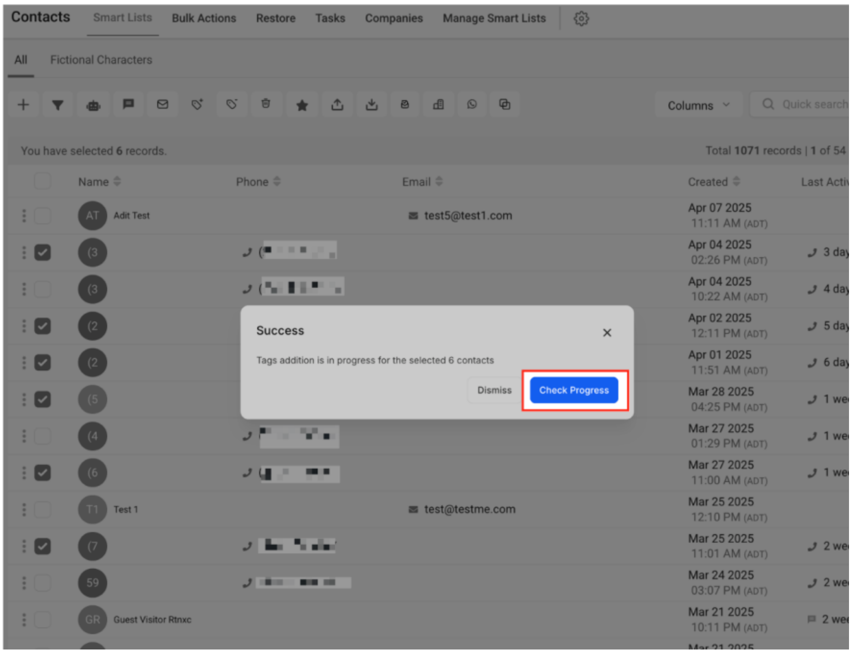
Click “Add Tags” to Apply

Once the tags are selected, click the Add Tags button to begin the operation. A confirmation message will appear.



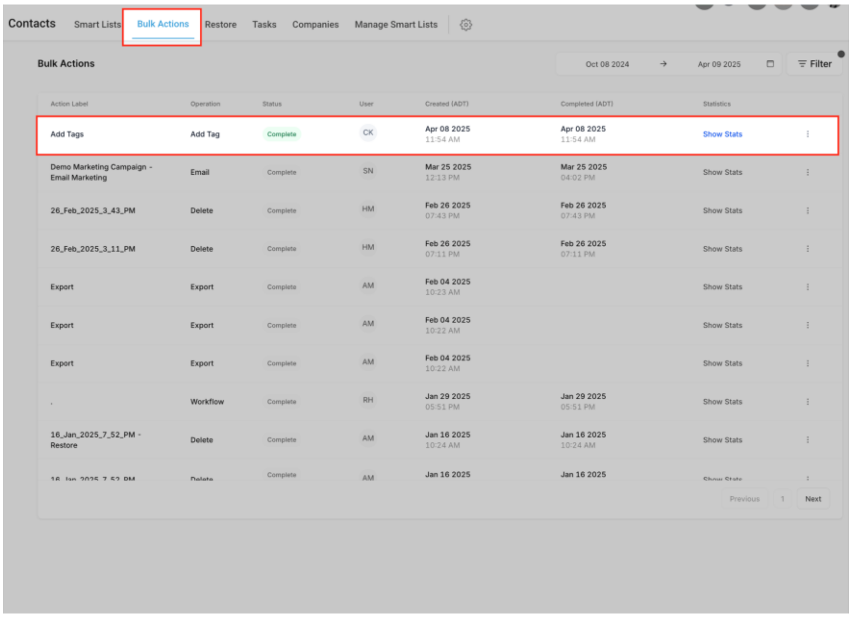
Track Progress

This confirmation popup appears right after clicking “Add Tags”. It informs you that the tag assignment is now in progress for the selected contacts. To monitor the operation, you can click the “Check Progress” button, which will redirect you to the Bulk Actions tab where you can track the success or failure of the task in real time.



Track the Bulk Action Status

The highlighted area shows your bulk tag action has been completed successfully. You’ll see the action name, who performed it, when it was created, and a “Show Stats” link to review the results. This helps you confirm everything was applied as expected.



Frequently Asked Questions

Q: Can I apply multiple tags at once to a contact?

Yes, you can select and apply multiple tags simultaneously in a single bulk action. Simply add all desired tags in the Tags field before submitting the action.

Q: Will this overwrite existing tags on the contact?

No, adding tags in bulk will only append the selected tags to the contact’s existing tag list. It will not remove any pre-existing tags.

Q: Can I use tags to trigger automations?
Absolutely. Tags are commonly used as workflow triggers within HighLevel automations, allowing you to launch sequences when a tag is applied or removed.

Q: How do I undo or remove tags applied in bulk?

To remove tags from contacts, use the “Remove Tag” bulk action. You can either remove specific tags or clear all tags from selected contacts. This will be covered in a separate article.

Q: Can I see which contacts were successfully tagged?

Yes. Go to the Bulk Actions tab and click on “Show Stats” beside the relevant action. This view shows the success status, contact identifiers, and timestamps for each tagged record.