

From: Tom Hagopian
Date: August 10, 2015 at 11:16:59 AM EDT
To: Christopher Kimball
Subject: Re: sorry, sent too soon

So you /can/ do that, the only problem is that it's super effing annoying to click a link to see some pictures and get smacked with a "gimme your email address" dialog when the person clicks a link from an email addressed to them in the first place. You might talk to the web guys who make your Letter from VT and see if they can put in a campaign tag in the link which includes the addressee's email. (So the real web address would be something like "<http://www.atk.com/letter/summer15?utm=kimball@atk.com>"). This is how, for example, you can click a link in an email from your credit card company and go directly to your login page instead of a generic one.

Tom

<http://www.tomthemacs.com/>
<http://www.facebook.com/tomthemacs>

On Aug 10, 2015, at 11:11 AM, Christopher Kimball
wrote:

that kinda rings a bell, no? Yes, I want to grab as many email addresses as I can from folks who read my Letter from Vermont — the obvious way to do that is so that they can gain access to the photo albums discussed in the letter...

On Aug 10, 2015, at 11:05 AM, Tom Hagopian
wrote:

So what you want to do is make people type in their email addresses/fill out a form just to look at pictures?

Tom

<http://www.tomthemacguy.com/>

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On Aug 10, 2015, at 7:25 AM, Christopher Kimball
wrote:

I want to capture email addresses from folks who respond to my letter from VT to see photos that I post. Currently they go to our blog THE FEED -- is there some way I can post photos and have an email capture to gain access to them? Should I start my own blog perhaps? Thanks.

Christopher Kimball

Founder and Editor

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America's Test Kitchen

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