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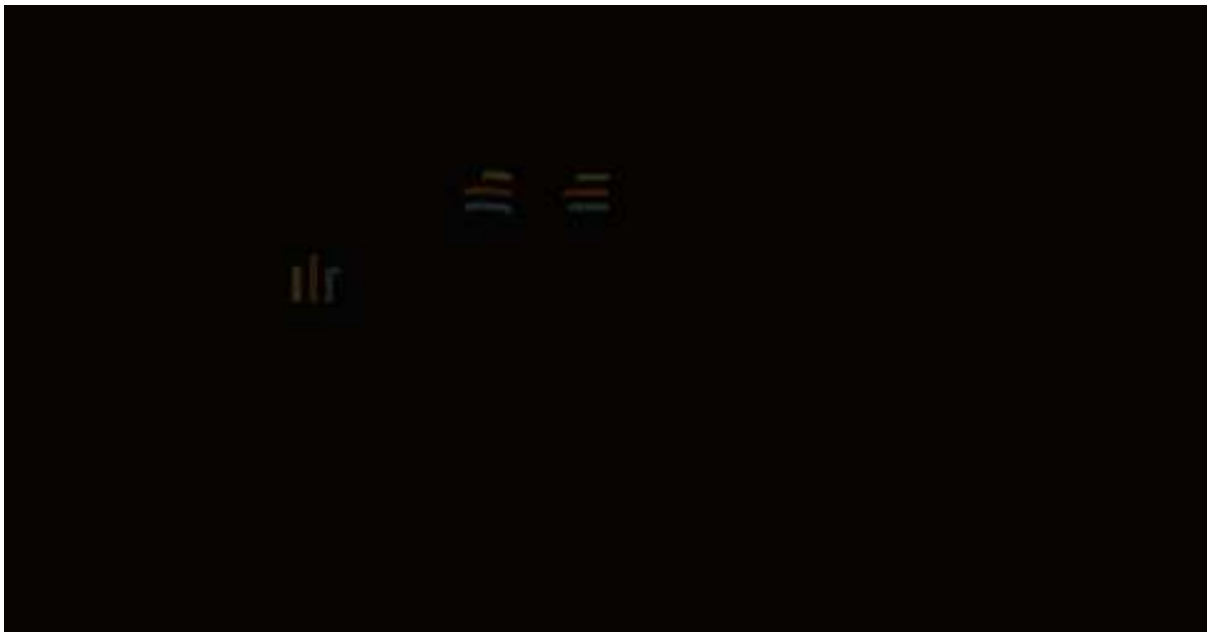
Here's your sign.

Really Good Emails <hello@really.reallygoodemails.com>
Reply-To: hello@reallygoodemails.com
To: arthur.tkachenko.netweight@gmail.com

Fri, Feb 10, 2023 at 1:11 PM



Written in the stars



Hair (1979) © Searchlight Pictures


Following the great history lesson earlier this week about the first moonwalk, we thought we'd revisit a similar topic: Astrology.

Unlike real science done by astronauts, astrologers use planetary positioning to predict the future. And while we haven't gotten our horoscope read to us recently (or ever), it does seem like consumer interest in rising moons and retrograding stars and extremely vague whispers of good fortune are on the rise – at least in marketing.

We first caught the trend in early 2021. Since then, brands like McDonalds, Warby Parker, Rover, and others have produced emails to convince their readers that certain products are better aligned (cosmically) for them. If you believe that, or just need a new angle to spin your next campaign, we've collected some more emails for you.

What's your sign?


- ADVERTISEMENT -



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the best marketing moments.**

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Speakers just announced.

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Articles we thought you'd enjoy because you probably like to learn and stuff



[Iterable Activate Summit '23: Meet our speakers!](#)

This year's speaker lineup showcases Dreamers, Builders, and Makers leading the charge for a better customer experience. They will challenge you to shift your perspective, expand your creativity, and, most importantly, identify how to take action immediately. [Sponsored]



[Email marketing trends 2023](#)

2023 is here, and our Email Einsteins are gearing up to help you have the most successful year of email marketing yet. In this episode, the Flowium team will offer

insider insight into predicted trends for the upcoming year. You'll hear from our tech experts, marketing experts, copywriters, and more.



The content cyborg: How to use AI writing tools in content marketing

AI is a force multiplier for great writers. Two years of experimenting with a host of generative writing tools and we've concluded it's an advantage. And because we think it's an advantage, we're incorporating it — in thoughtful, measured ways — into the work we do for ourselves and for customers also interested in experimenting.



The ultimate guide to email surveys: benefits, types, and best practices

In this article, we will explore the benefits and types of email surveys, strategies for increasing response rates and analyzing the results, and help you understand how to make the most out of this powerful tool to gather data.



Why marketers should follow their audiences, not predict the future

Many of us try to forecast the content trends that our audience will interact with in the upcoming month or the top searches that people will make in the upcoming year. You don't need to make future predictions unless you're a marketer who also designs the product. Instead, you should (and can) follow your audience.

Your cheesy GIF of the moment (because, you know, the moon is made of cheese)





See it in the email

P.S. We can probably all blame Beyoncé and Missy Elliot. If it were not for [their catchy song, Signs](#), back in 2003, we would've forgotten about this whole thing.

Really Good Emails

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