* ~~Set up G Suite mailserver~~
* ~~Set up Mailchimp~~
* ~~Set up Heroku~~
* ~~Update Cloudflare DNS with integrations~~
* ~~Create and verify mailchimp mailing list~~
  + ~~friends@getcaddy.co~~
* ~~Create mailchimp subscription welcome email template~~
* ~~Connect Heroku to github project to ease deployment~~
* ~~Create marketing phrase one liner~~
  + ~~"Your stuff, everywhere." (meh)~~
* ~~Create a logo~~