

# Growth checklist – *action items for getting started*

Boom! *You've gone live.*

Now it's time to hustle and get yourself your first batch of subscribers. Here's an actionable checklist you should work through to ensure you're covering your bases during early stages of customer acquisition:

- Join Subscription School's [Facebook group](#)

- Bookmark Cratejoy's [Help Center](#)

- Create an account with [Mailchimp](#)

- Link to your Cratejoy account
- Install a lead capture tool, like [Sumo Me](#), on your Cratejoy store
- Create a pop up – aka 'optin'

- Create a Coupon

- [Create a coupon](#) on Cratejoy to use on social media
- Create a coupon to use in your welcome email

- Connect [Google Analytics](#) to your website

- Create a list of niche influencers

- Learn about [influencer marketing](#)
- Use the Subscription School [template](#)
- Send boxes to your influencers

- Create social media pages

- Facebook
- Instagram
- Twitter
- Pinterest
- Youtube *(even if you're not making videos, consider reserving a Youtube account just incase!)*

- Add social media tracking links

*This helps measure traffic from each source, that might be hard to extract using google analytics alone. **We suggest [bit.ly](#)***

- Open yourself up to early sales

- [Create](#) your Marketplace listing
- Add product photography
- Complete descriptions & selling points
- Link your Instagram account
- Schedule a promo via MailChimp
- Release coupon codes on social media

***Looking for more items to check off your list?***

Head to the [Customer Acquisition](#) section of Subscription School for more ideas!