



PRODUCT GROWTH

Recommending Growth Loops

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Act as a Product Manager. You've built a direct competitor to GumRoad which is an e-commerce platform that helps creators sell digital products and memberships.

What kind of growth loops can I add to my platform based on what Nir Eyal describes in his book called "Hooked".



Based on Nir Eyal's "Hooked" model, there are several potential growth loops you can add to your e-commerce platform to drive user engagement and retention:

1. **Trigger loop:** Send push notifications or email reminders to users when new products or membership options become available, or when their subscriptions are about to expire.
2. **Action loop:** Make it easy for users to purchase and download products or sign up for memberships with just a few clicks. Simplify the checkout process to minimize friction.
3. **Variable reward loop:** Introduce a recommendation algorithm that suggests new products or membership options based on a user's previous purchases or browsing history. This can create a sense of anticipation and curiosity.
4. **Investment loop:** Allow users to customize their profiles, save products or memberships for later, or leave reviews. This encourages them to invest time and effort into the platform, making it more valuable to them.
5. **Social loop:** Add social features such as the ability for users to share products or memberships with friends, or to see what others are buying or subscribing to. This can drive social proof and increase the perceived value of the platform.