

GIAC | BEIJING
Dec.12.16-17

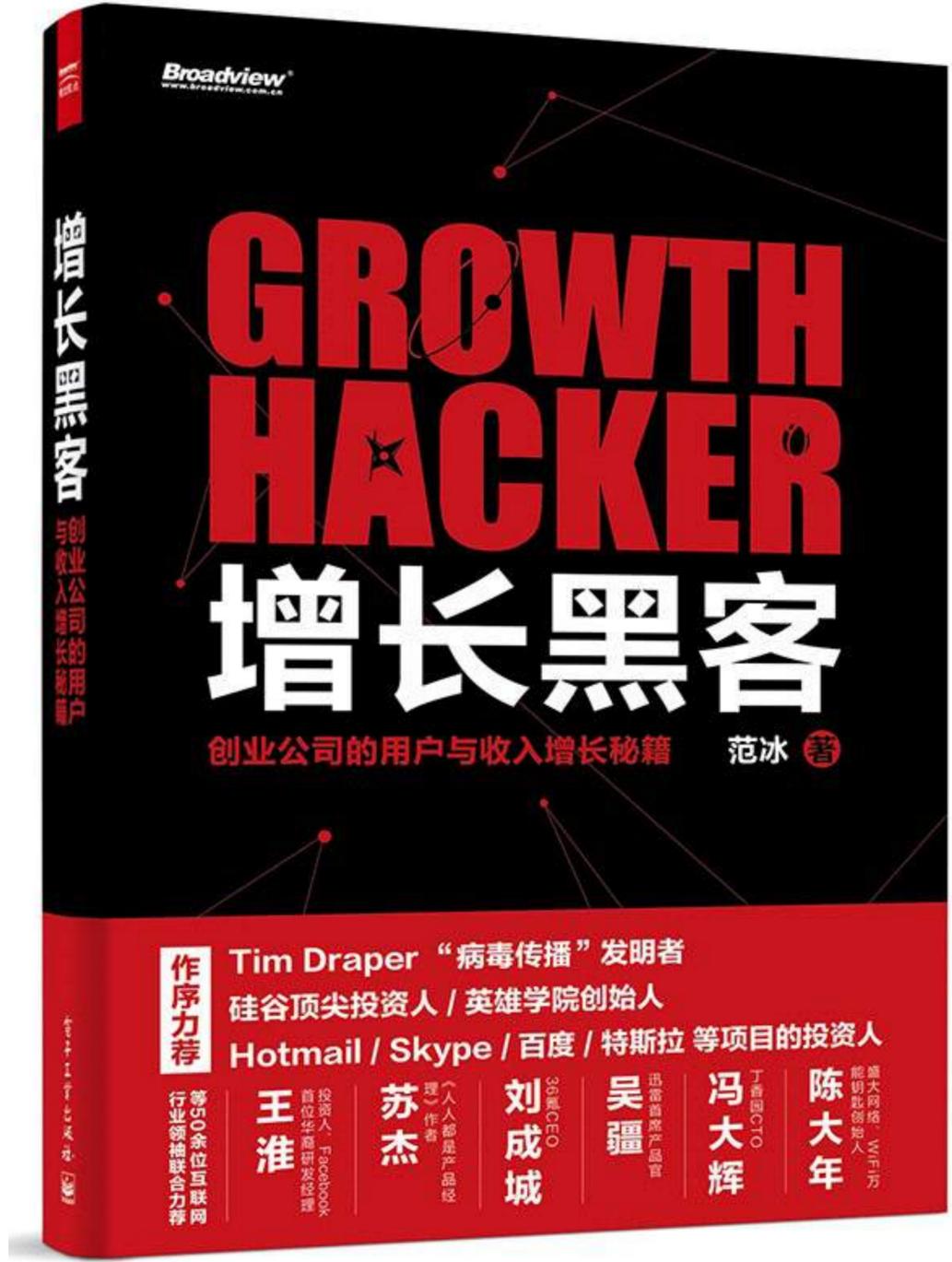
架構
ARCHNOTES
高可用架構

PRACTICING GROWTH HACKING IN CHINA
增长黑客国内落地实践

范冰 · 《增长黑客》 / 圣骑咨询

技术架构未来

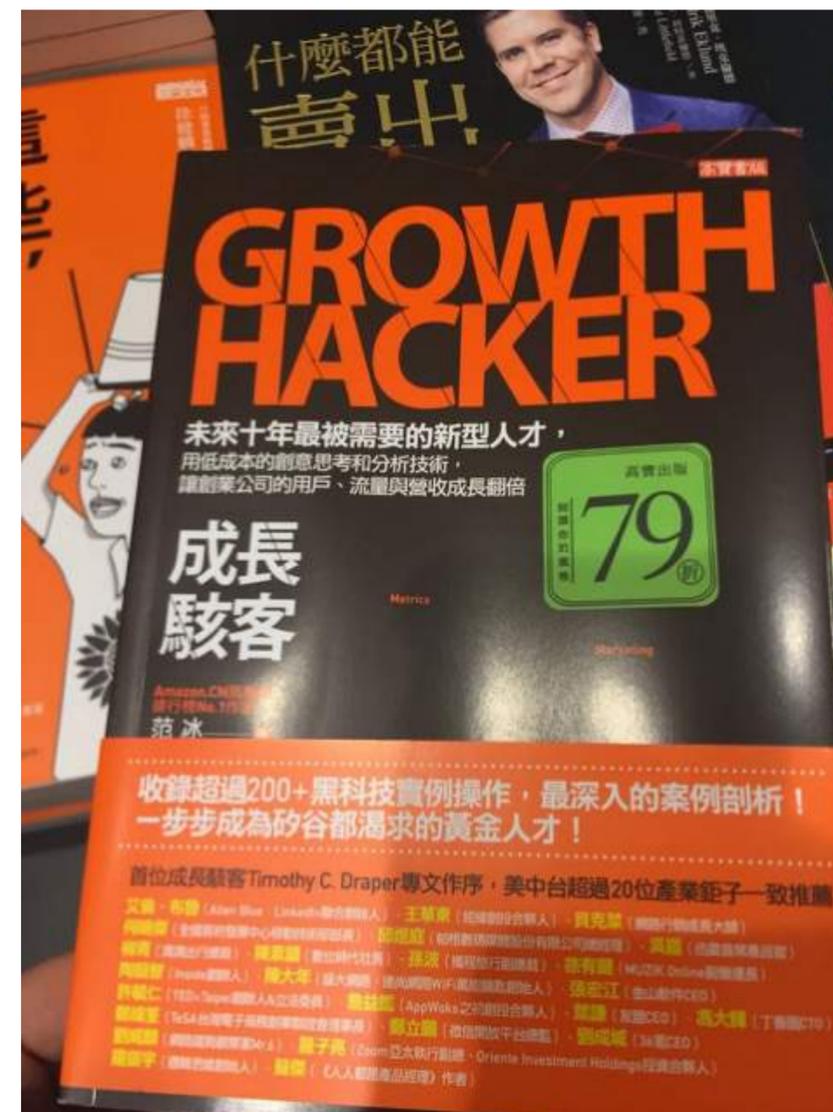
thegiacy.com



《增长黑客》

台灣誠品書店專架推薦

《成長駭客》



越来越多国内科技公司

开始践行



什么是 Growth Hacking?

创业型团队在数据分析基础上，利用产品 / 技术手段来获取自发增长的市场运营技术。

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Dropbox

Invite your friends to Dropbox!

For every friend who joins Dropbox, we'll give you both 250MB of bonus space (up to a limit of 8GB)!

Invite by email

Invite your contacts (Gmail, AOL, Hotmail, Yahoo, etc.)

Your Email:

Email Password:

[Retrieve your contacts](#)

or invite email addresses:

Type a list of invitee email addresses:

[Send invites](#)

Share this link on Facebook or Twitter

<https://www.dropbox.com/referrals/NTD2MTA5MbrY5?src=global>

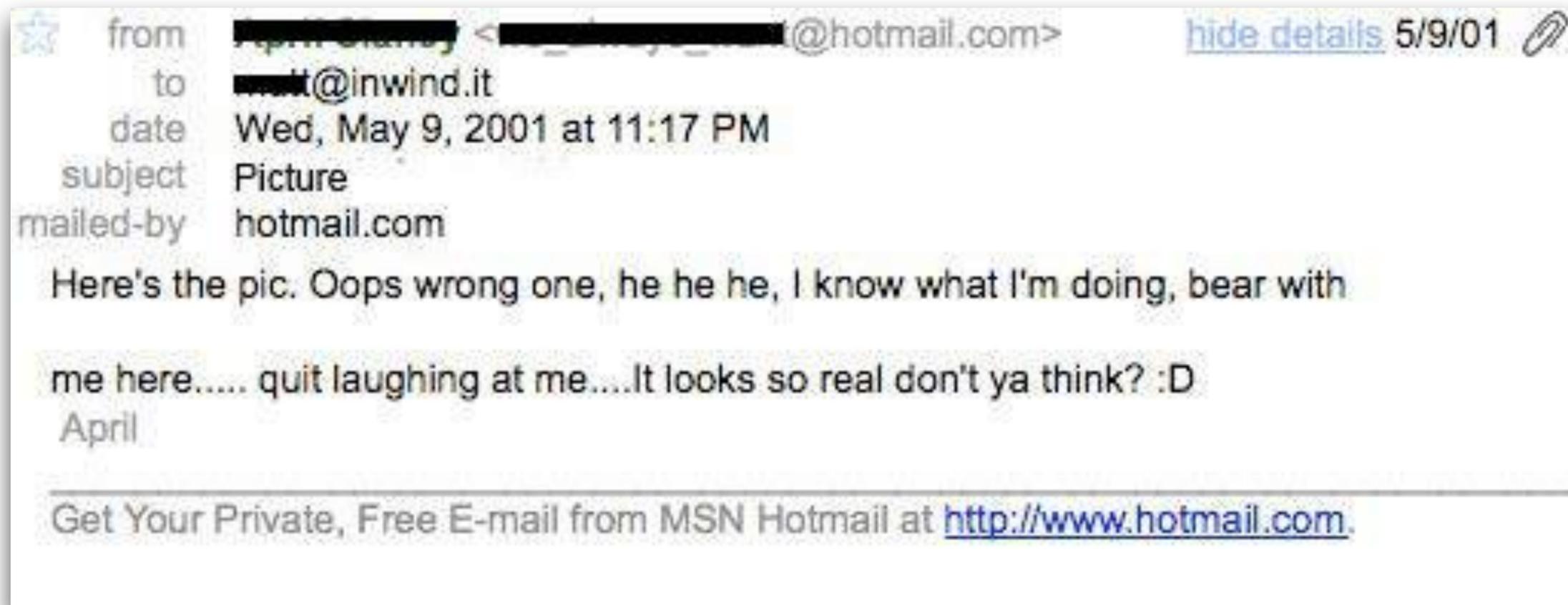
Best. App. Ever. <http://db.tt/PlkKpon>

103 characters remaining

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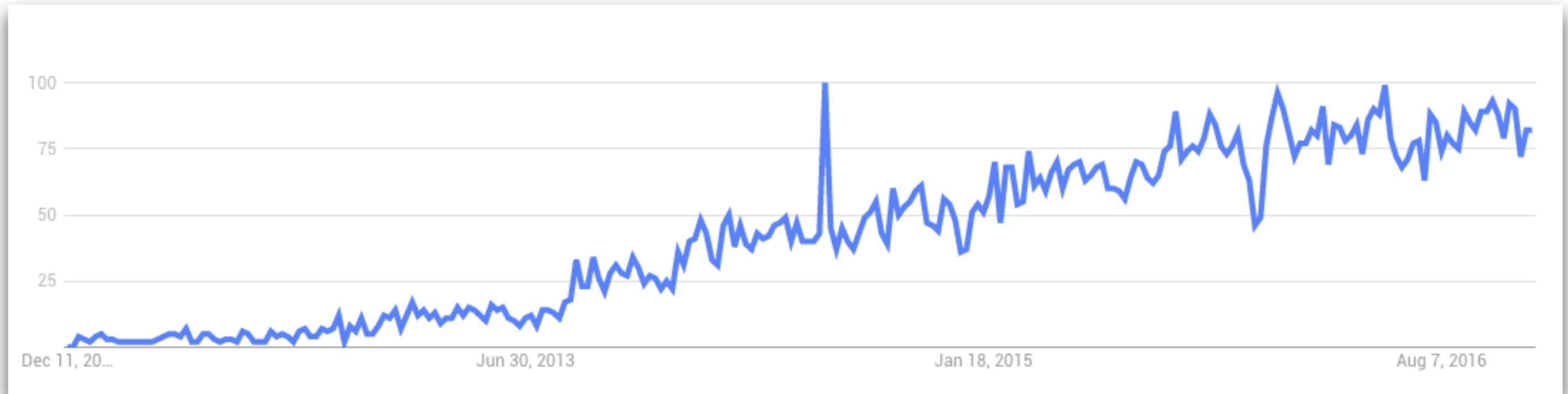
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谷歌趋势数据图表

Growth Hacking 有多火?



谷歌搜索数据

平均收入

Growth Hacker Salary in San Francisco, CA

In USD as of May 26, 2016

Growth Hacker in SAN Francisco, CA	\$111,000
Security Engineer Ethical Hacker in SAN Francisco, CA	\$134,000
Senior Seo Specialist in SAN Francisco, CA	\$95,000
Benefits Implementation Manager in SAN Francisco, CA	\$97,000

3 more columns

[Growth Hacker Salary in San Francisco, CA | Indeed.com](#)

www.indeed.com/salary/q-Growth-Hacker-I-San-Francisco,-CA.html Indeed.com



[About this result](#) • [Feedback](#)

谷歌搜索数据

薪资对比

Dentist

Occupation

A dentist, also known in the U.S. as a dental surgeon, is a professional who specializes in dentistry—the diagnosis, prevention, and treatment of diseases and conditions of the oral cavity. [Wikipedia](#)

Median pay (annual): 149,310 USD (2012)

Median pay (hourly): 71.79 USD (2012)

Entry level education: Doctoral or professional degree

Projected 10-year growth: 16% (2012)

Number of jobs: 146,800 (2012)

Similar professions: [Optometrist](#), [Physicians and Surgeons](#), [Veterinary physician](#), [Chiropractor](#)



Lawyer

Occupation

A lawyer is a person who practices law, as a barrister, attorney, counselor or solicitor or chartered legal executive. [Wikipedia](#)

Median pay (annual): 113,530 USD (2012)

Median pay (hourly): 54.58 USD (2012)

Entry level education: Doctoral or professional degree

Projected 10-year growth: 10% (2012)

Number of jobs: 759,800 (2012)

Similar professions: [Paralegals and Legal Assistants](#), [More](#)

Activity sectors: [Law](#), [Business](#)



<http://www.bls.gov/ooh/>

我最常遭遇的问题——

「我做XX，教我两招增长黑客的方法？」

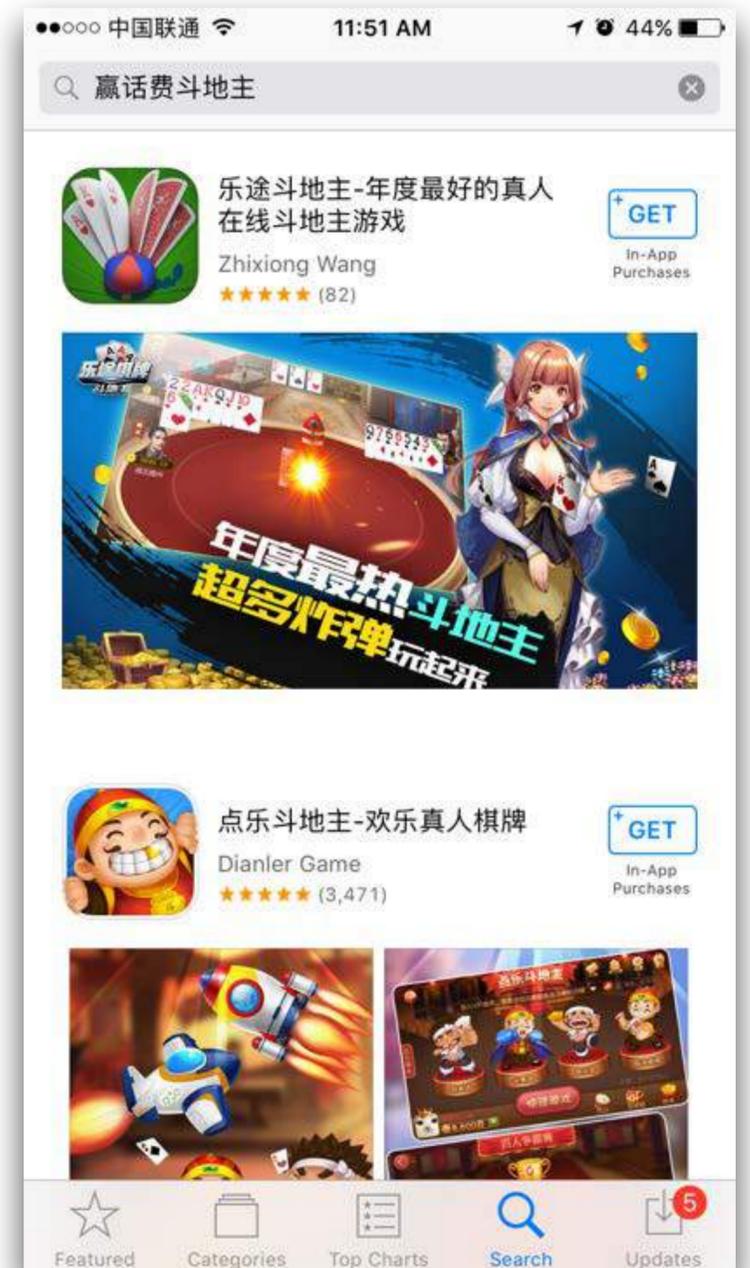
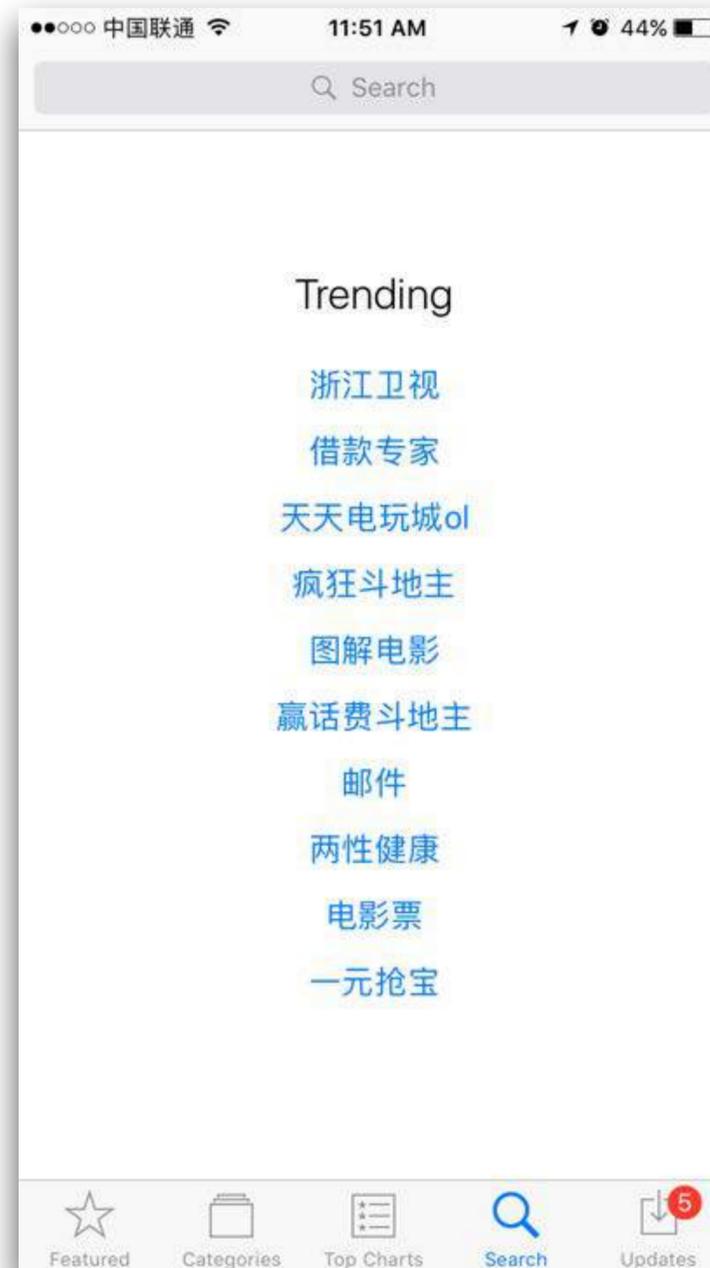
如何理解 Growth Hacking?



如何理解 Growth Hacking

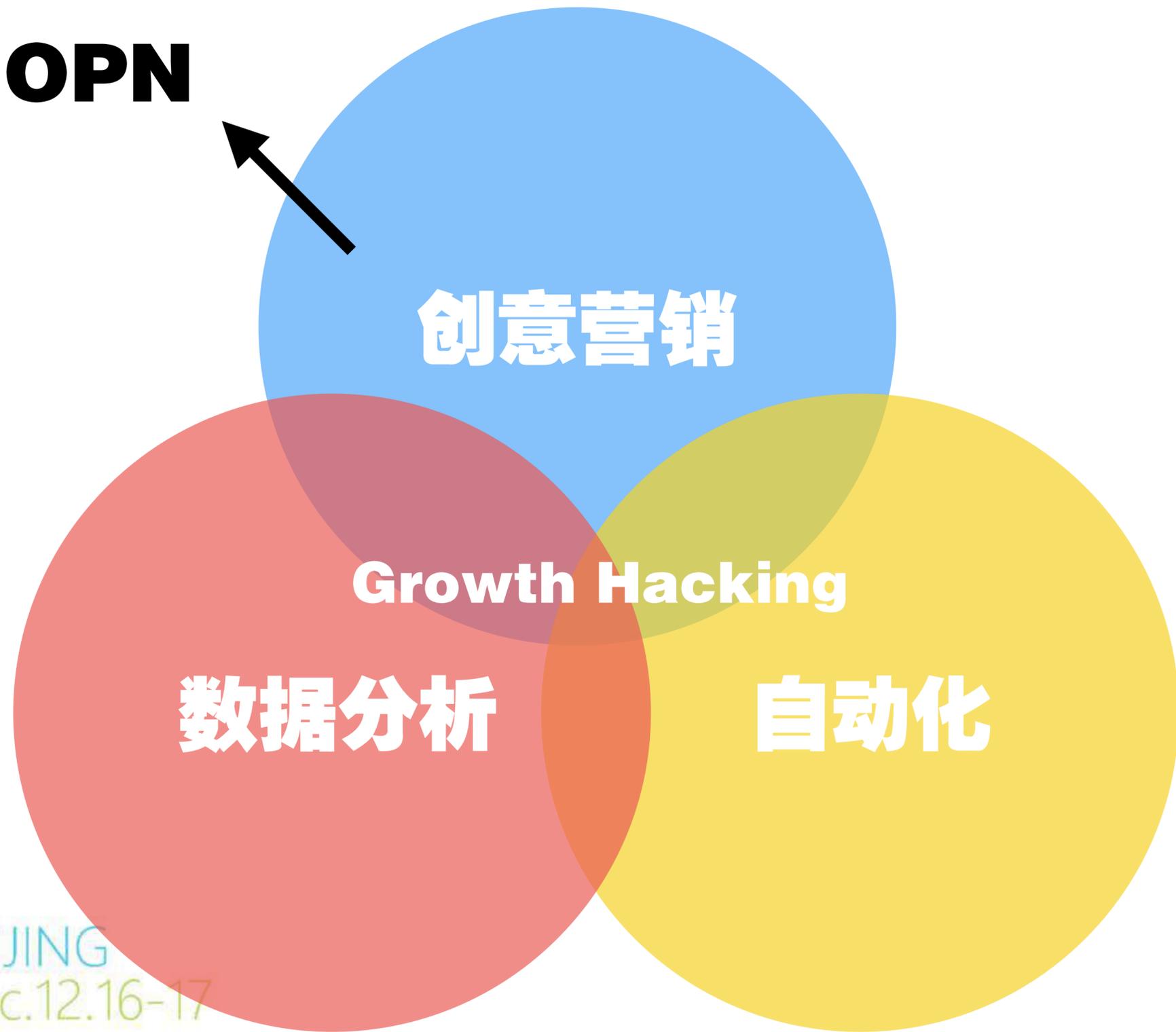


流量少，渠道贵，增长 = 烧钱？



如何理解 Growth Hacking

OPN



OPN (Other People' s Network)

Post to Craigslist

Reach thousands of people, instantly by re-posting your Airbnb listing (photos, reviews, description) to Craigslist. Travelers will be redirected back to Airbnb to contact & book with you. [For help, click here.](#)

1. Select Listing
2. Customize title for Craigslist
3. E-mail (will be hidden)
4. Craigslist Category
5. Craigslist Market

Queen Airbed in Central, Modern Apt

Stay at 'Queen Airbed in Central, Modern Apt' by th

lukeemily@googlegroups.com

Vacation Rentals

SF bay area - sfc

Remind me when it is time to re-post

Post to Craigslist

Airbnb

Case: PayPal

When Paypal figured that eBay was their key distribution platform, they came up with an ingenious plan to simulate demand.

They created a bot that bought goods on eBay and then, insisted on paying for it using PayPal. Not only did sellers come to know about the service, they rushed onto it as it already seemed to be getting popular. The fact that it was way better than every other payment mechanism on eBay only helped repeated usage.

<https://medium.com/design-startups/9411fb583205>



Paypal

O2O 里的 OPN 例子

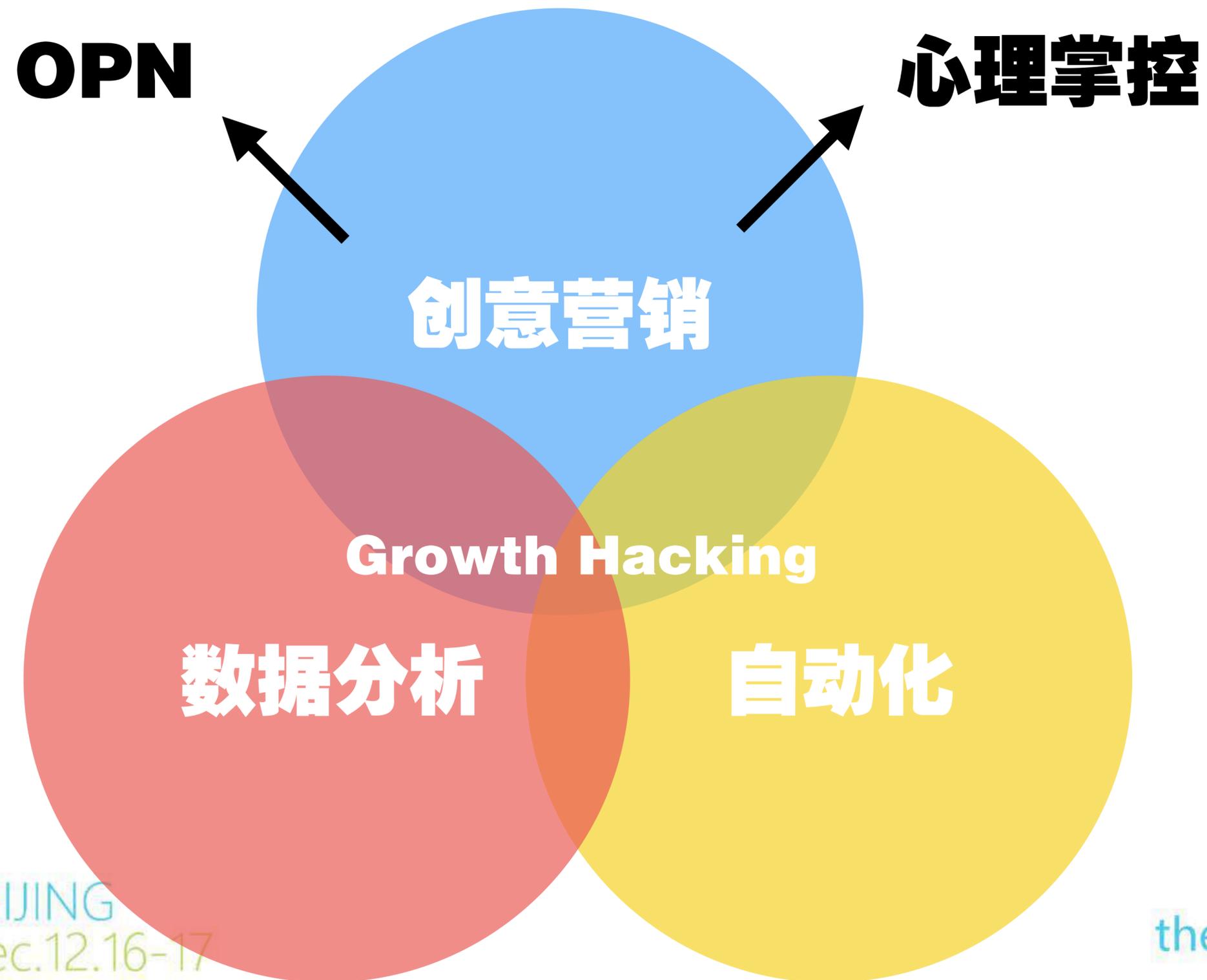


打车大战



西少爷肉夹膜

如何理解 Growth Hacking

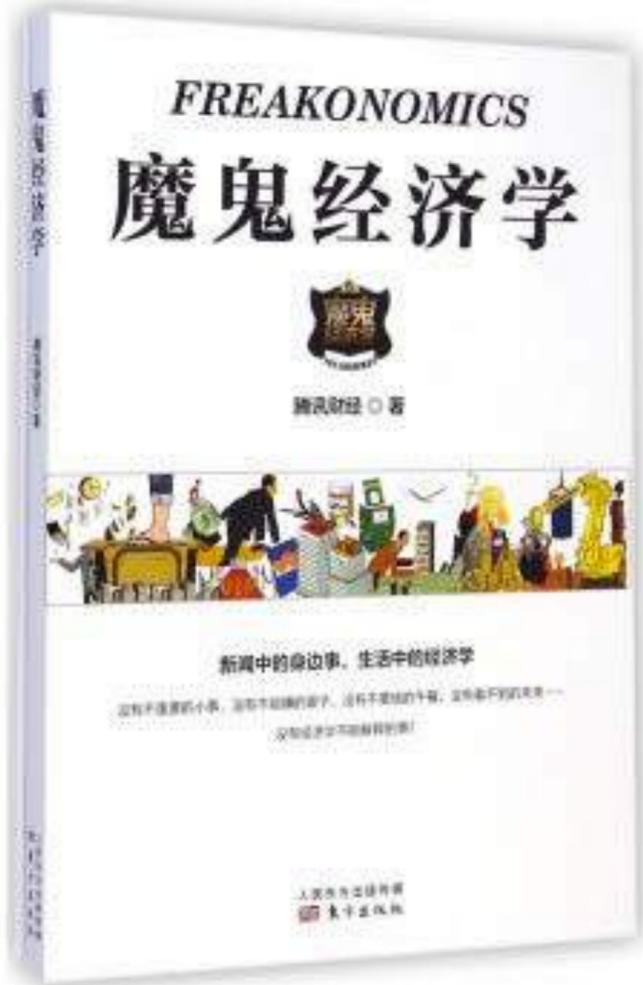
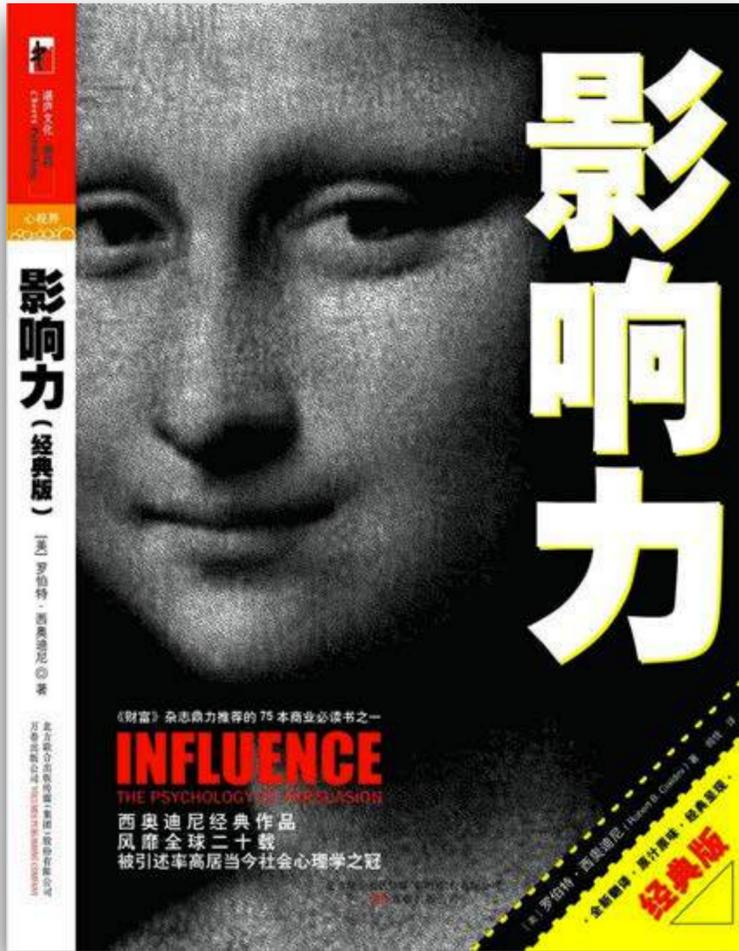


心理学掌控

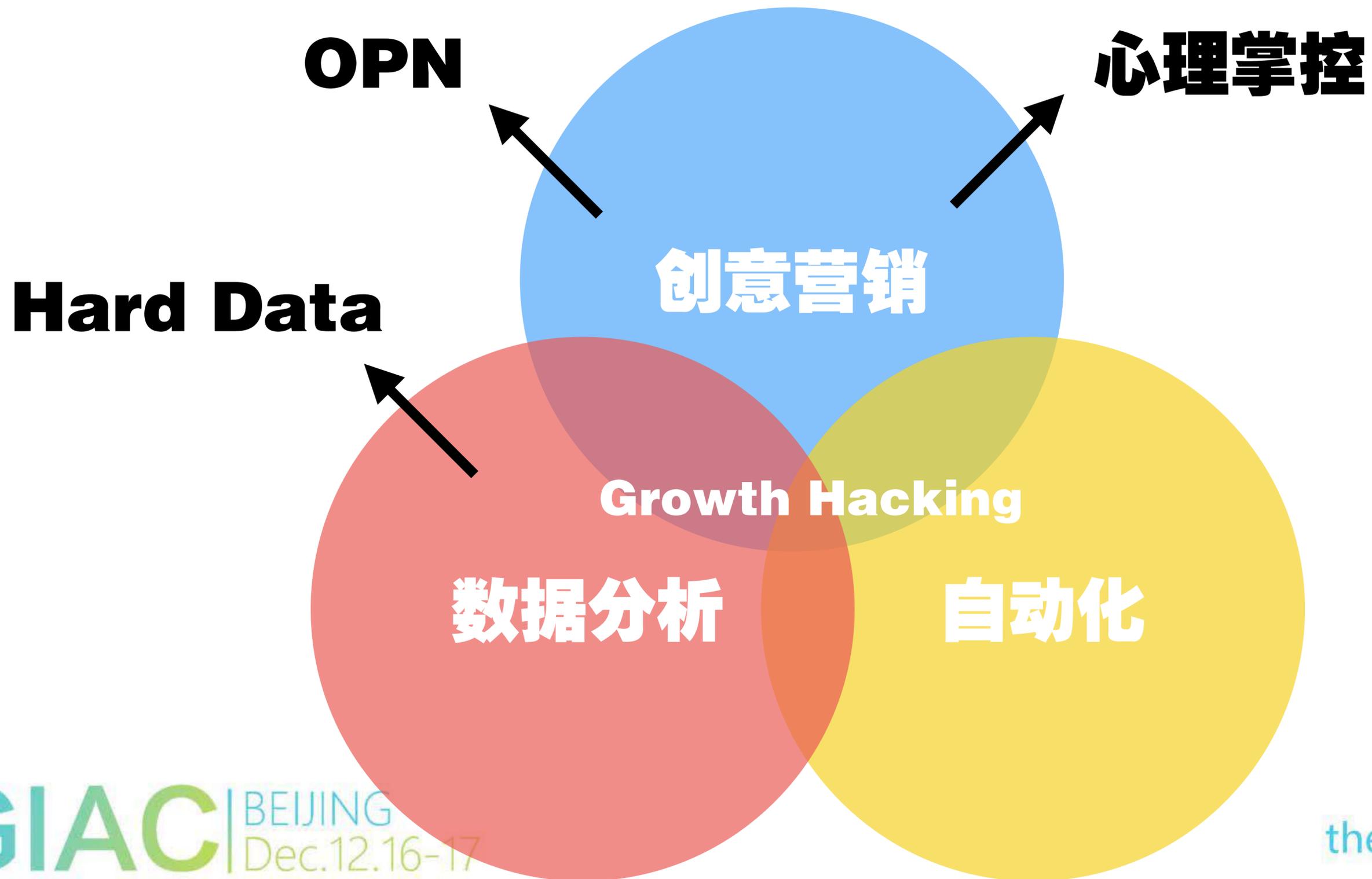


如何提高地推的转化率？

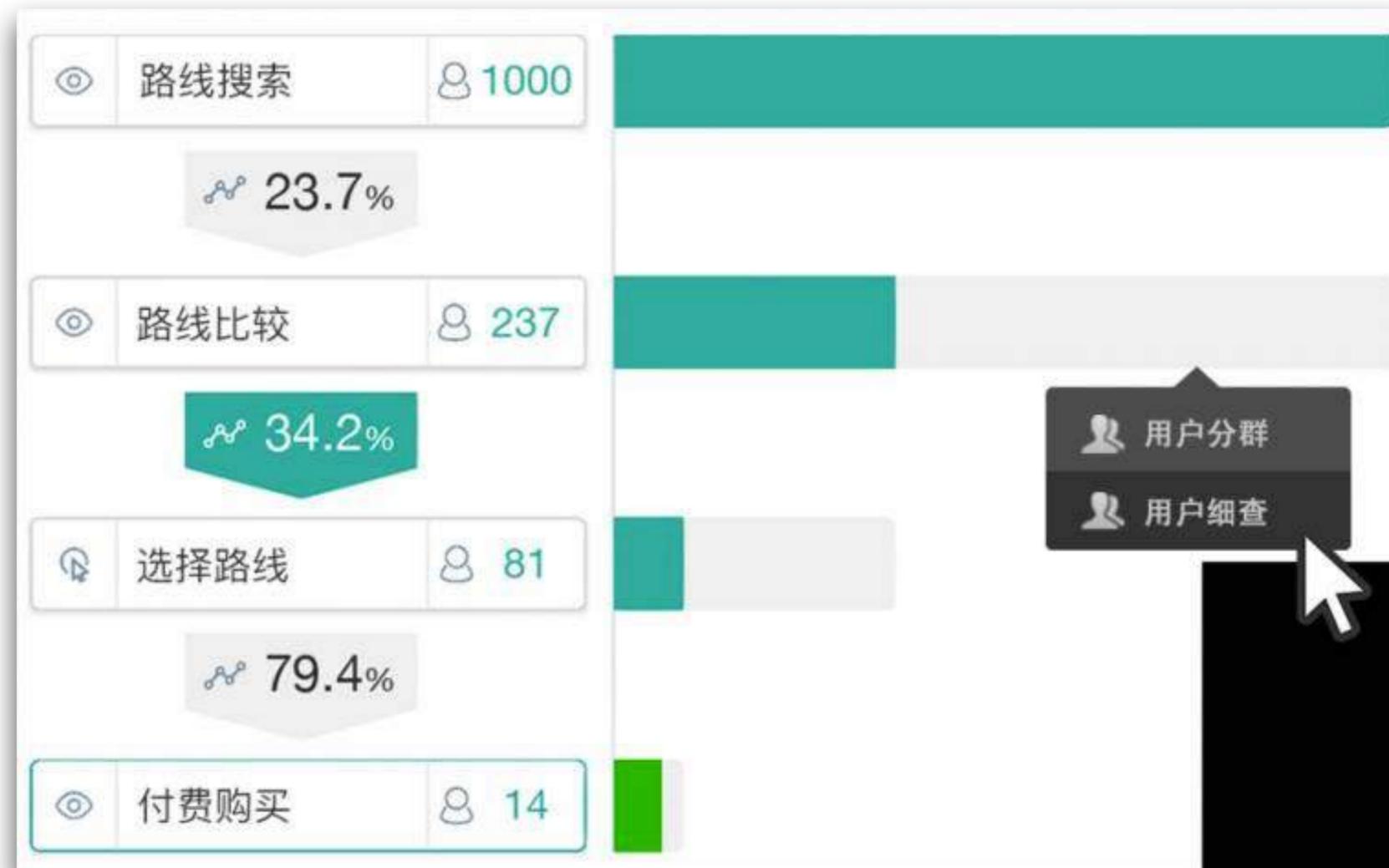
行为心理学推荐书籍



如何理解 Growth Hacking



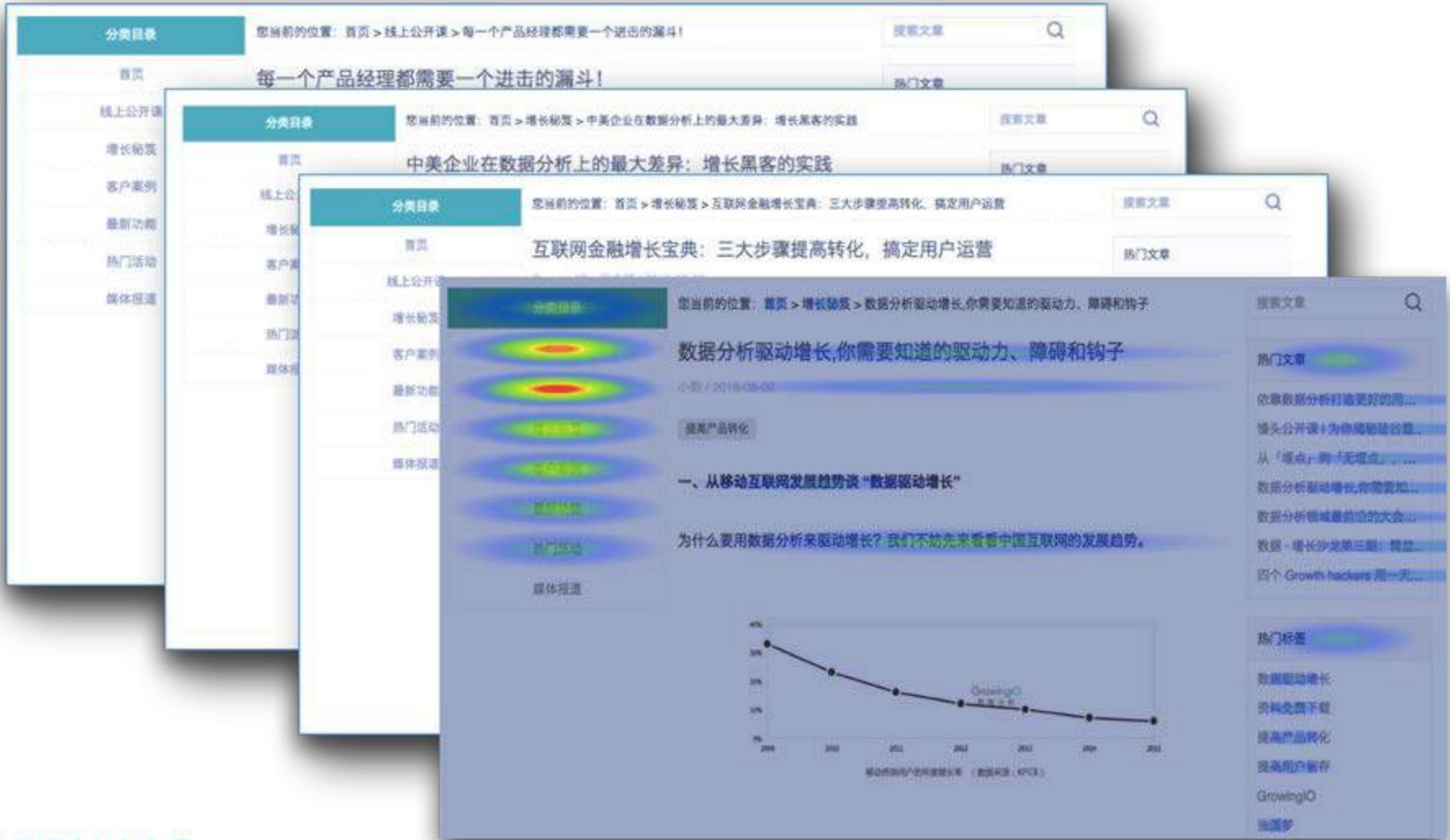
Hard Data: 转化漏斗



Hard Data: 留存图

时间	用户数	当天	1天后	2天后	3天后	4天后	5天后	6天后	7天后	8天后	9天后	10天后	11天后
概况	5.17k	38.1%	13.9%	11.4%	11.3%	10.6%	9.5%	9.5%	10.3%	9.4%	9.4%	9.5%	8.9%
1-1	106	17.9%	3.8%	6.6%	8.5%	9.4%	10.4%	10.4%	8.5%	9.4%	6.6%	11.3%	13.2%
1-2	76	21.1%	2.6%	7.9%	7.9%	7.9%	5.3%	5.3%	3.9%	3.9%	9.2%	10.5%	7.9%
1-3	121	21.5%	10.7%	11.6%	9.9%	9.9%	6.6%	6.6%	5.0%	8.3%	9.1%	5.0%	5.8%
1-4	485	36.5%	14.8%	13.0%	13.2%	10.5%	5.8%	5.2%	10.1%	10.3%	8.5%	10.1%	
1-5	412	36.9%	14.6%	13.6%	12.9%	6.8%	5.6%	13.8%	13.3%	10.4%	11.4%		
1-6	569	34.6%	13.9%	9.8%	5.4%	4.2%	10.7%	9.1%	9.0%	8.8%			
1-7	503	43.5%	15.9%	6.8%	5.6%	14.1%	13.1%	10.5%	11.9%				
1-8	512	33.6%	8.2%	5.5%	14.6%	13.7%	10.0%	10.5%					
1-9	258	45.7%	11.2%	19.8%	17.1%	14.7%	14.0%						
1-10	169	27.8%	20.7%	17.6%	16.6%	17.8%							
1-11	528	40.5%	15.9%	12.1%	13.8%								
1-12	488	42.2%	14.3%	15.0%									
1-13	454	39.6%	18.1%										
1-14	494	46.6%											

Hard Data: 热力图



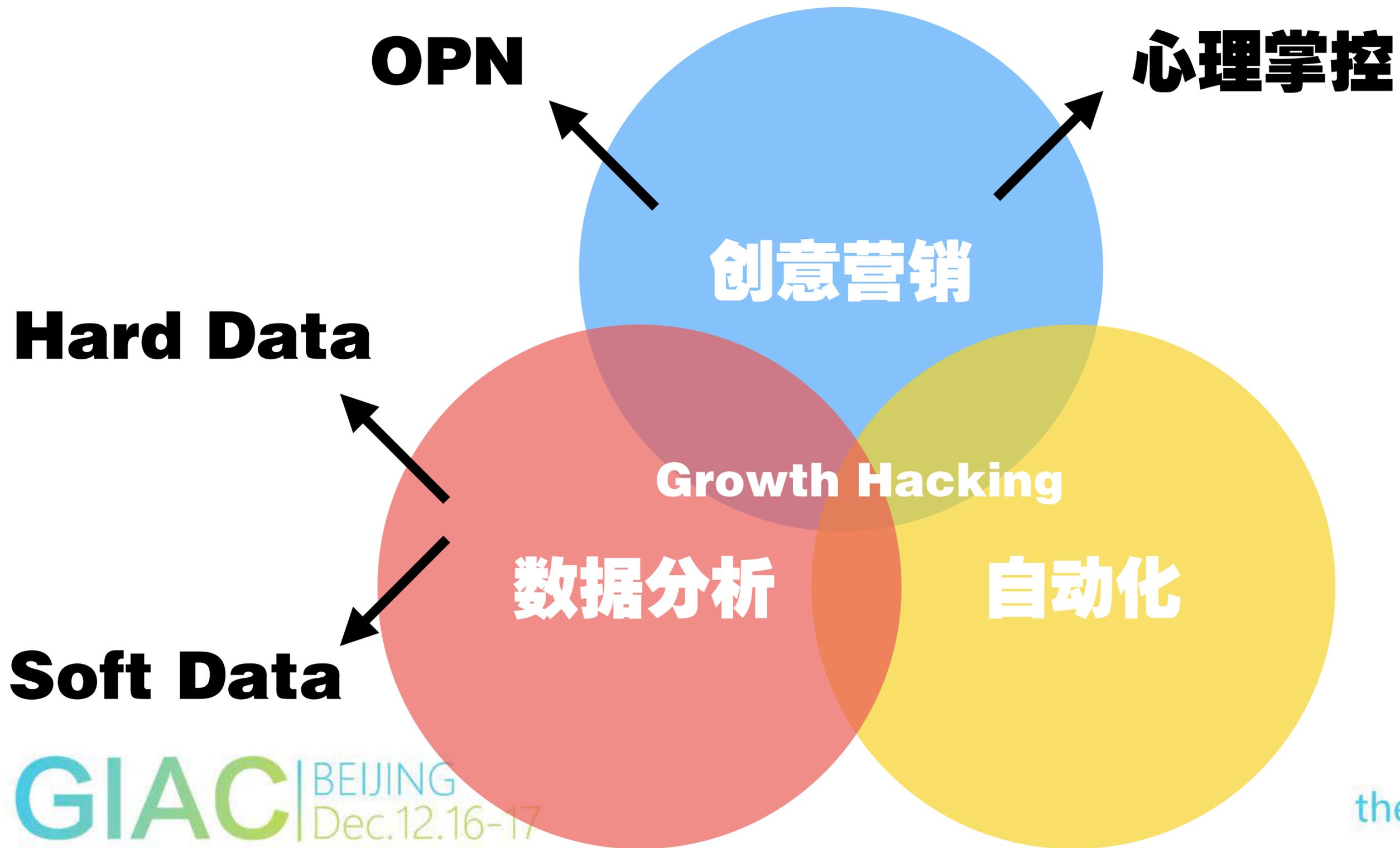
CAC、LTV、PBP

CAC (Customer Acquisition Cost):
用户获取成本

LTV (Life Time Value):
用户终身价值

PBP (Payback Period):
回收期

如何理解 Growth Hacking



Soft Data



用户访谈

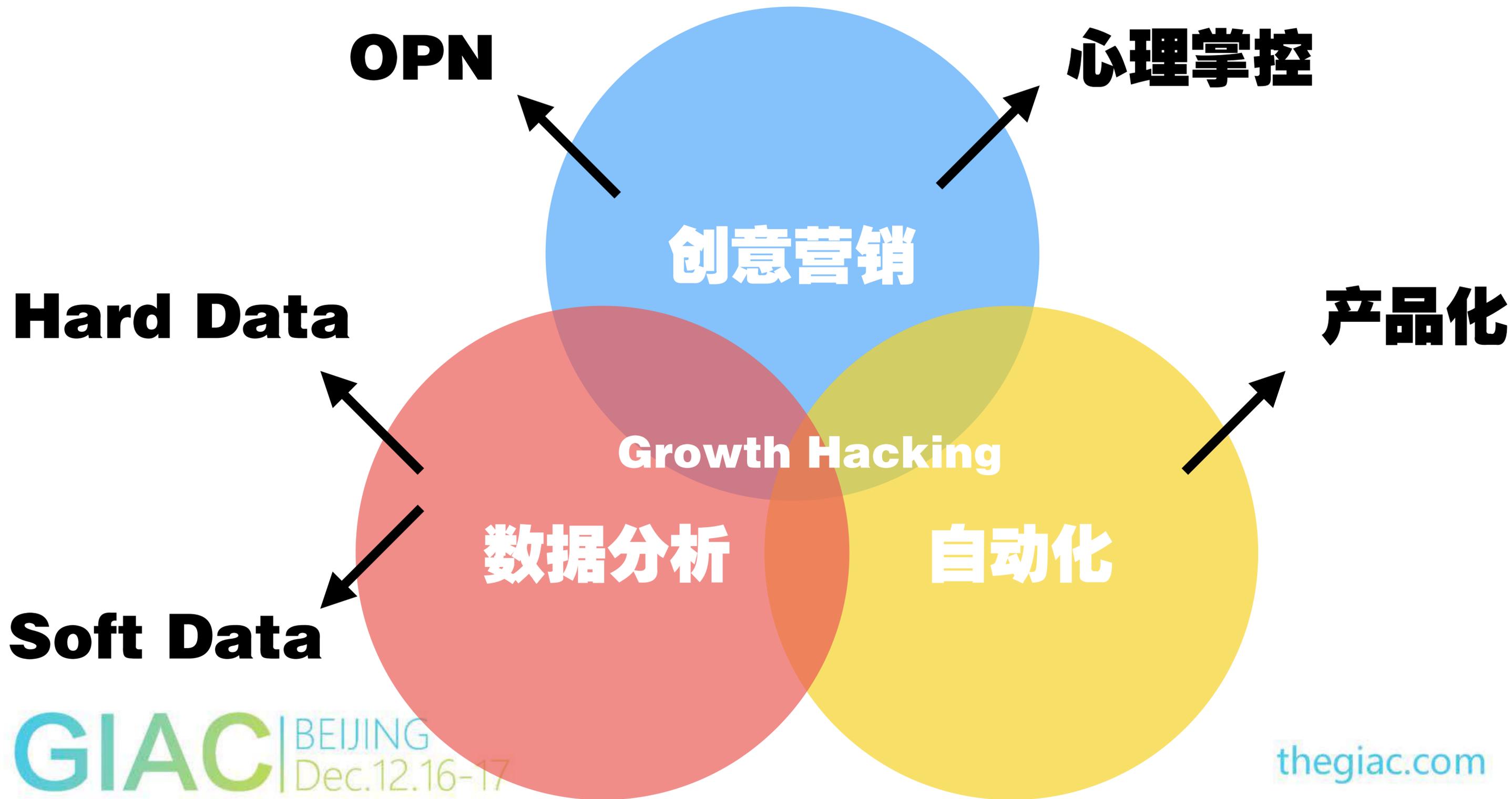


可用性测试



輿情监控

如何理解 Growth Hacking



为什么你需要懂一些技术基础？

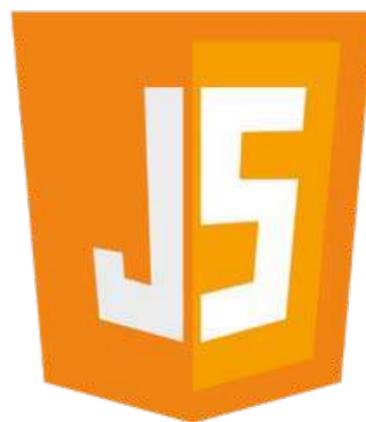
HTML



CSS



JS



不要重复发明轮子

GrowingIO

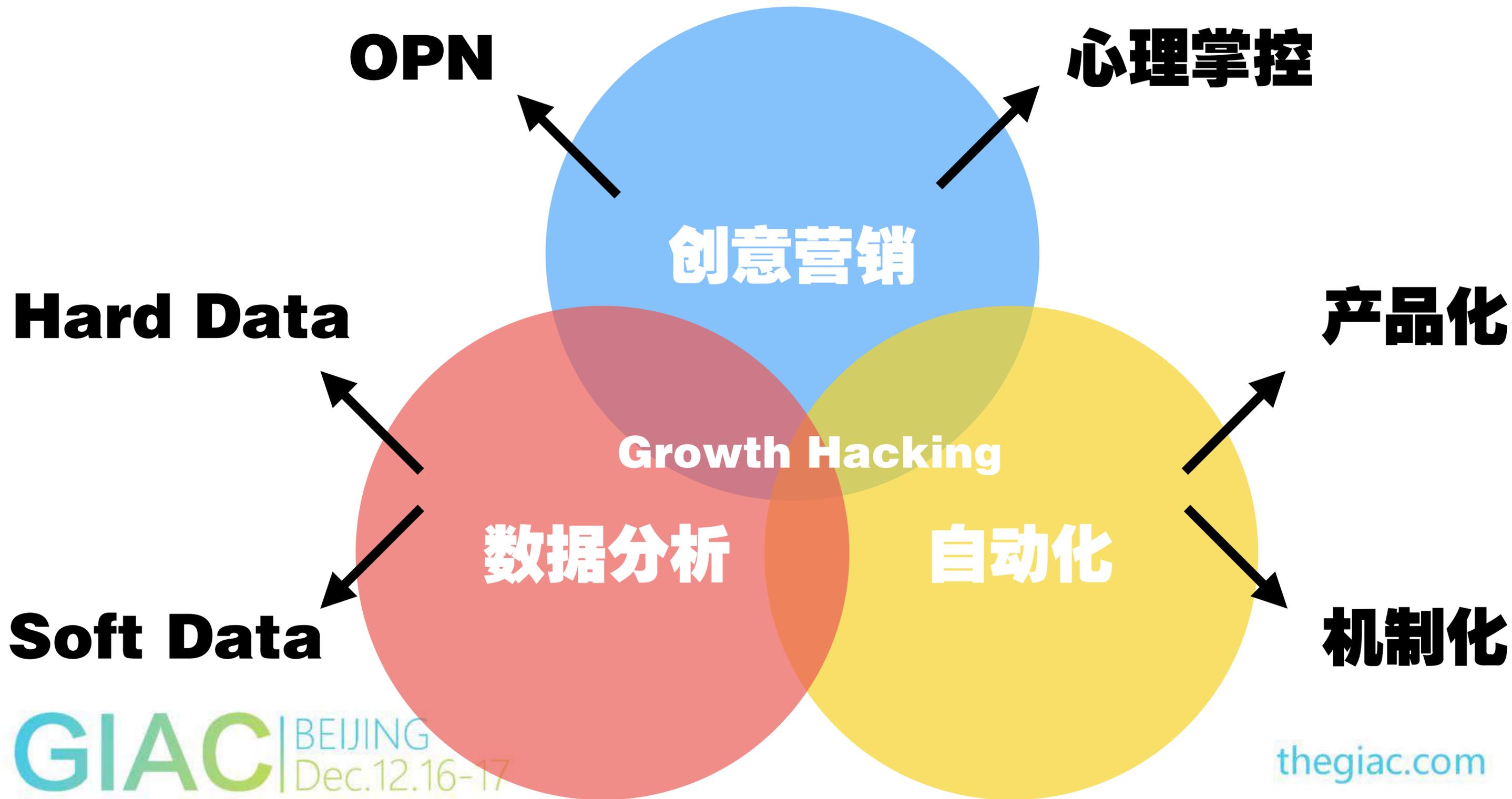


Google™ Alerts

IFTTT

Typeform |

如何理解 Growth Hacking



我如何自动化邮件内容营销？

