

GIAC | BEIJING
Dec.12.16-17

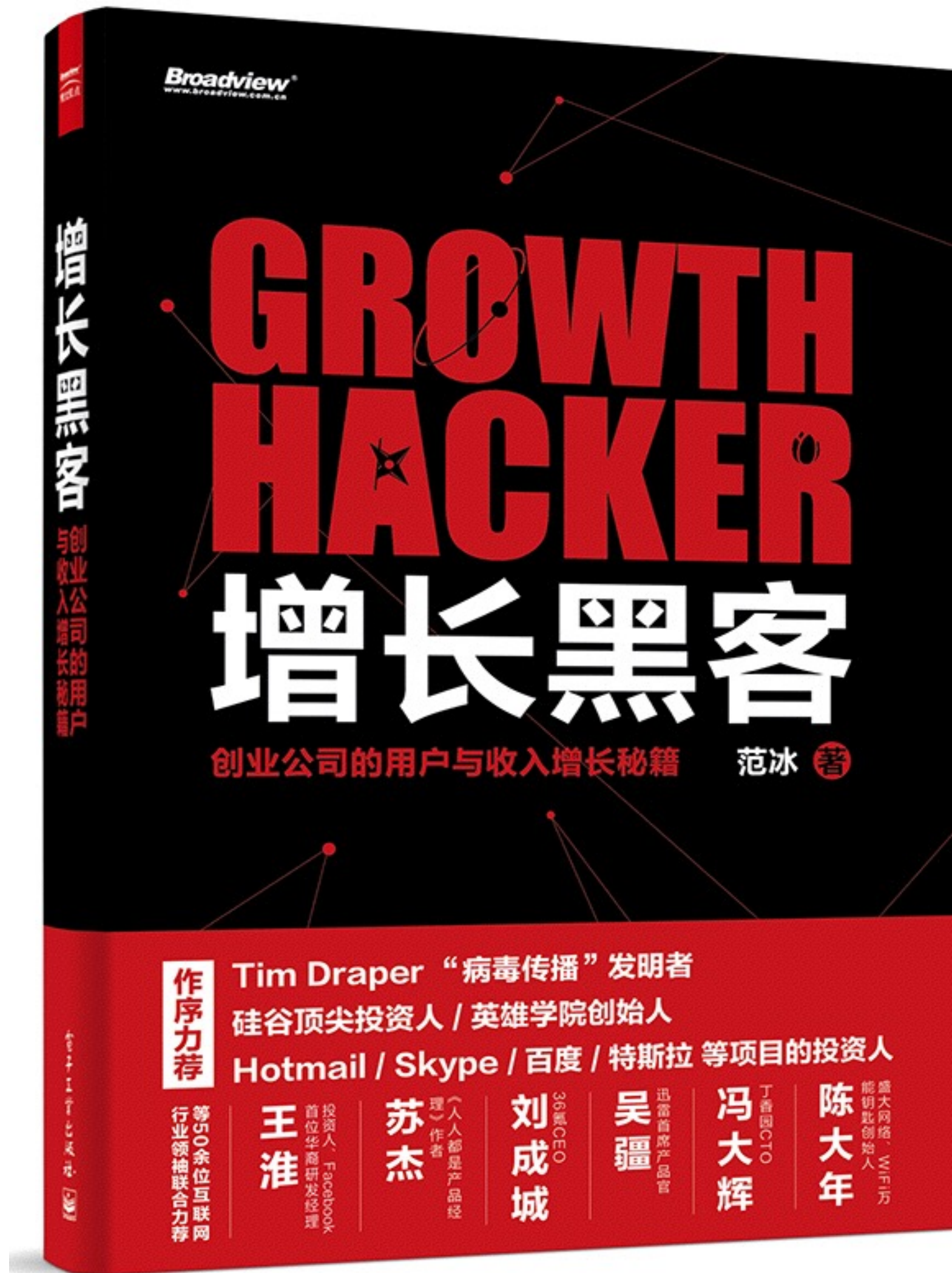
架構
ARCHNOTES
高可用架構

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》

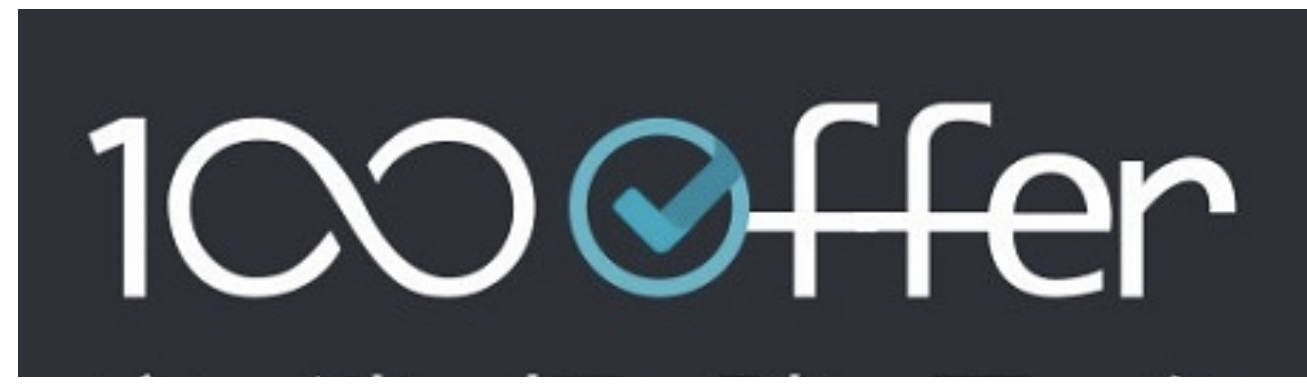
台灣誠品書店專架推薦

《成長駭客》



越来越多国内科技公司

开始践行

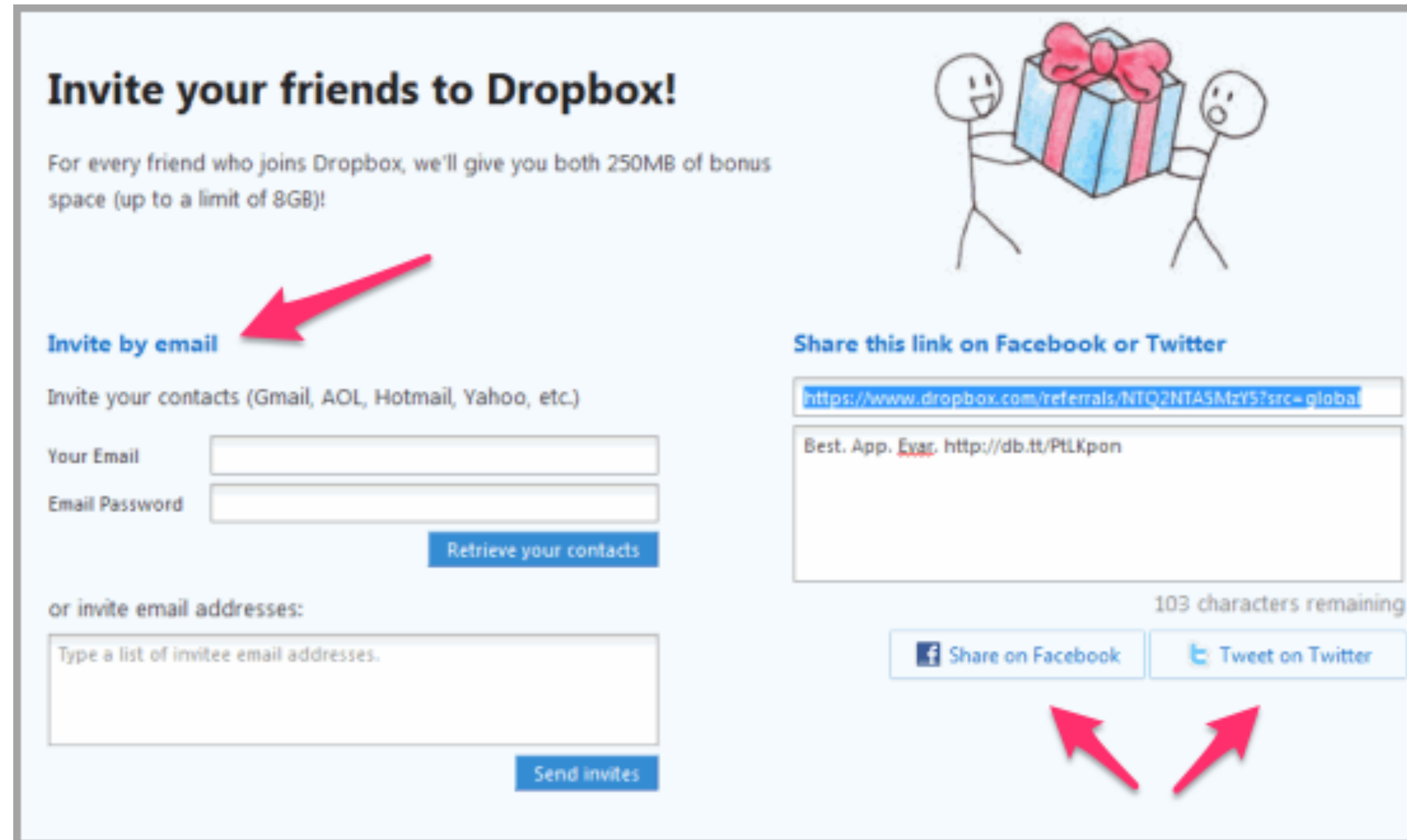


什么是 Growth Hacking?

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。


推荐好友使用，双方均获赠 250 MB


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/NTQ2NTA5MzY5?src=global>

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

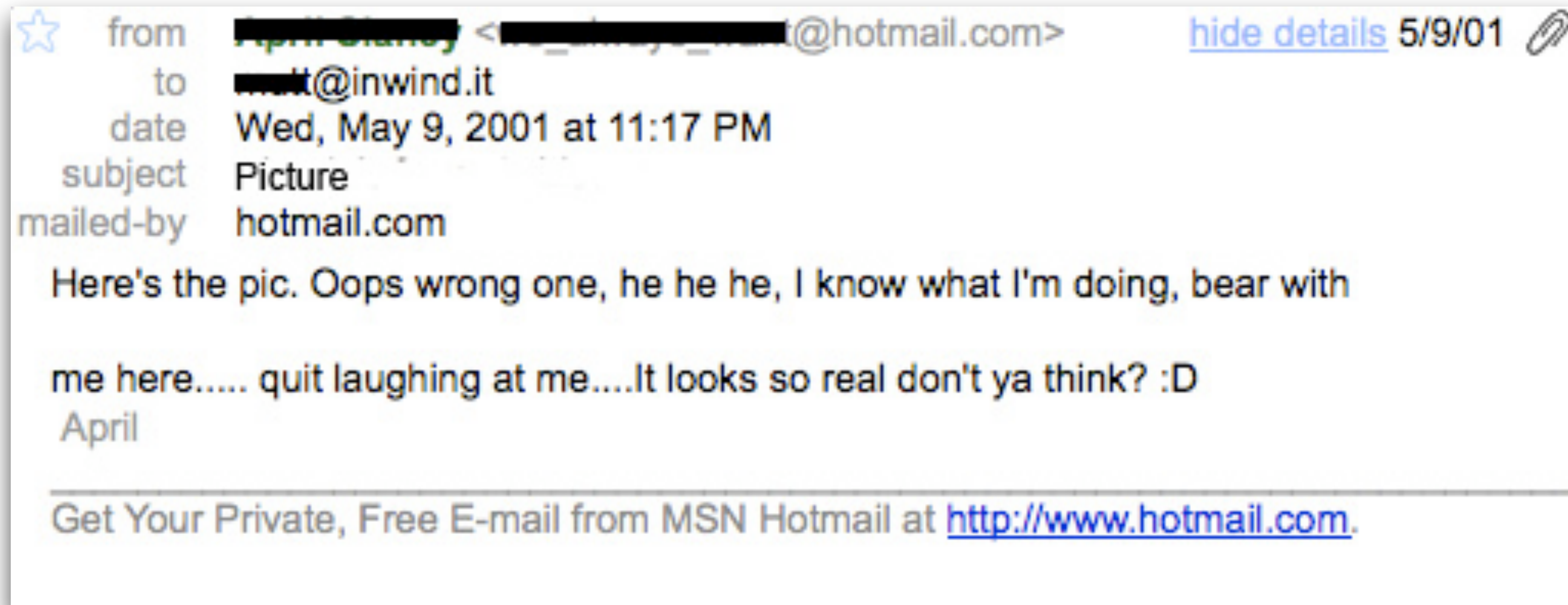
103 characters remaining

[Share on Facebook](#) [Tweet on Twitter](#)



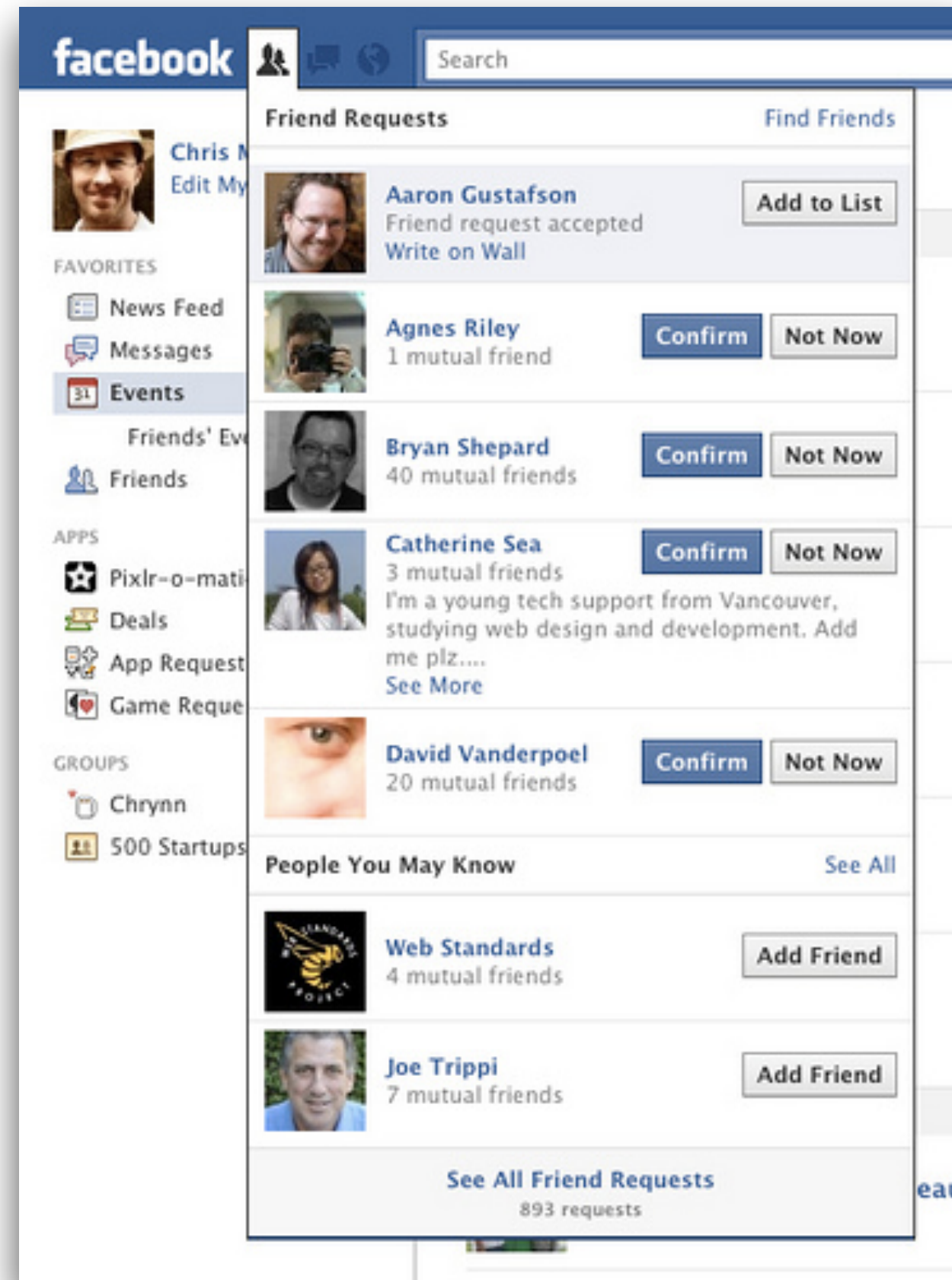
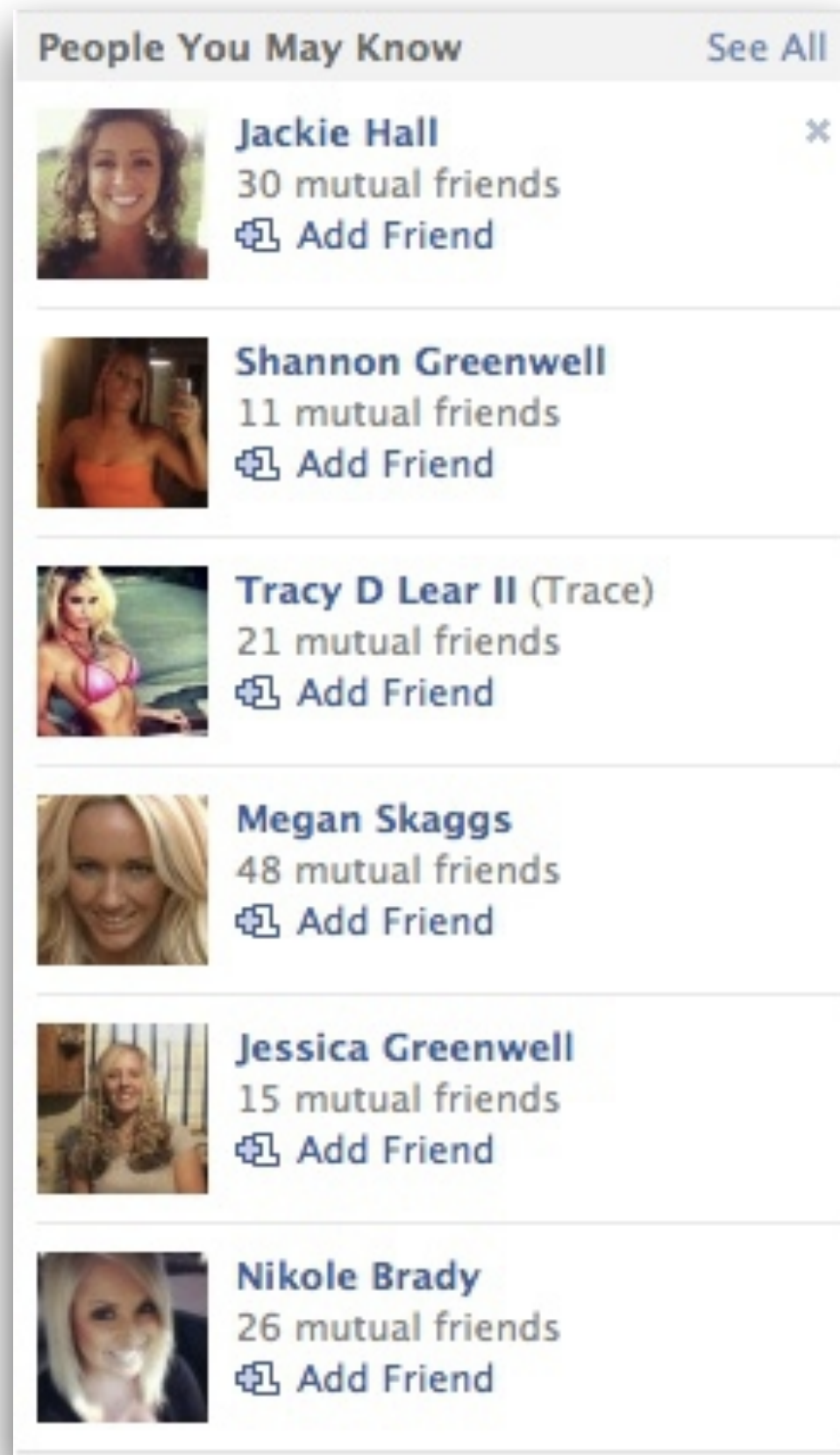
在用户发出去的邮件末尾追加广告链接

Hotmail



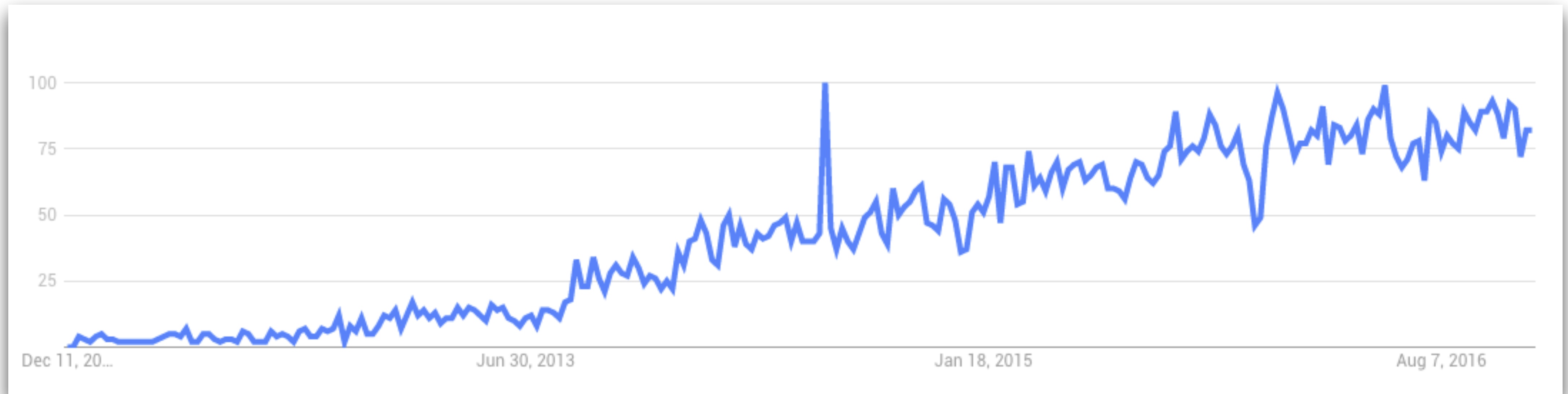
推荐你可能感兴趣的人

Facebook



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？」

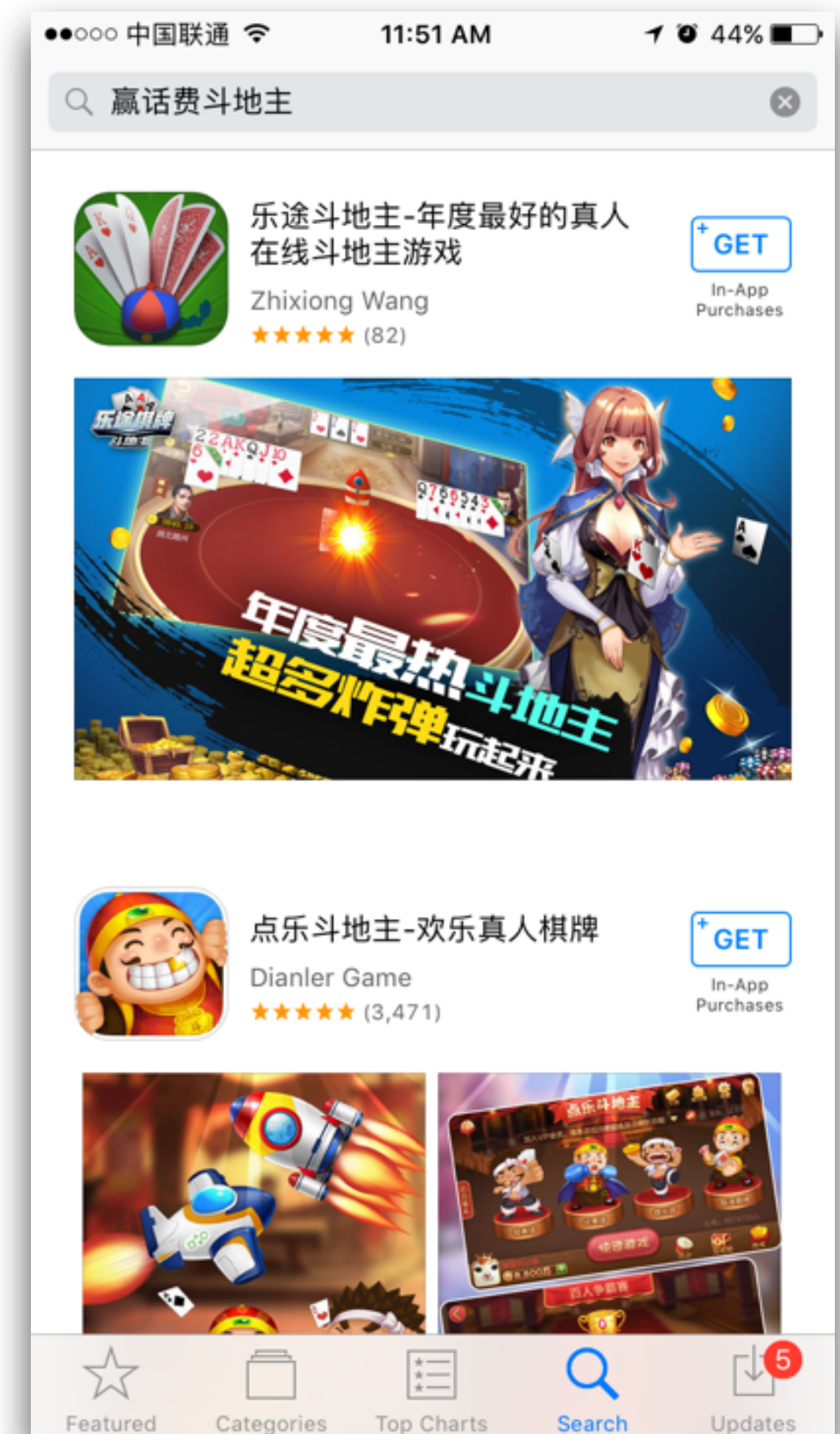
如何理解 Growth Hacking?



如何理解 Growth Hacking

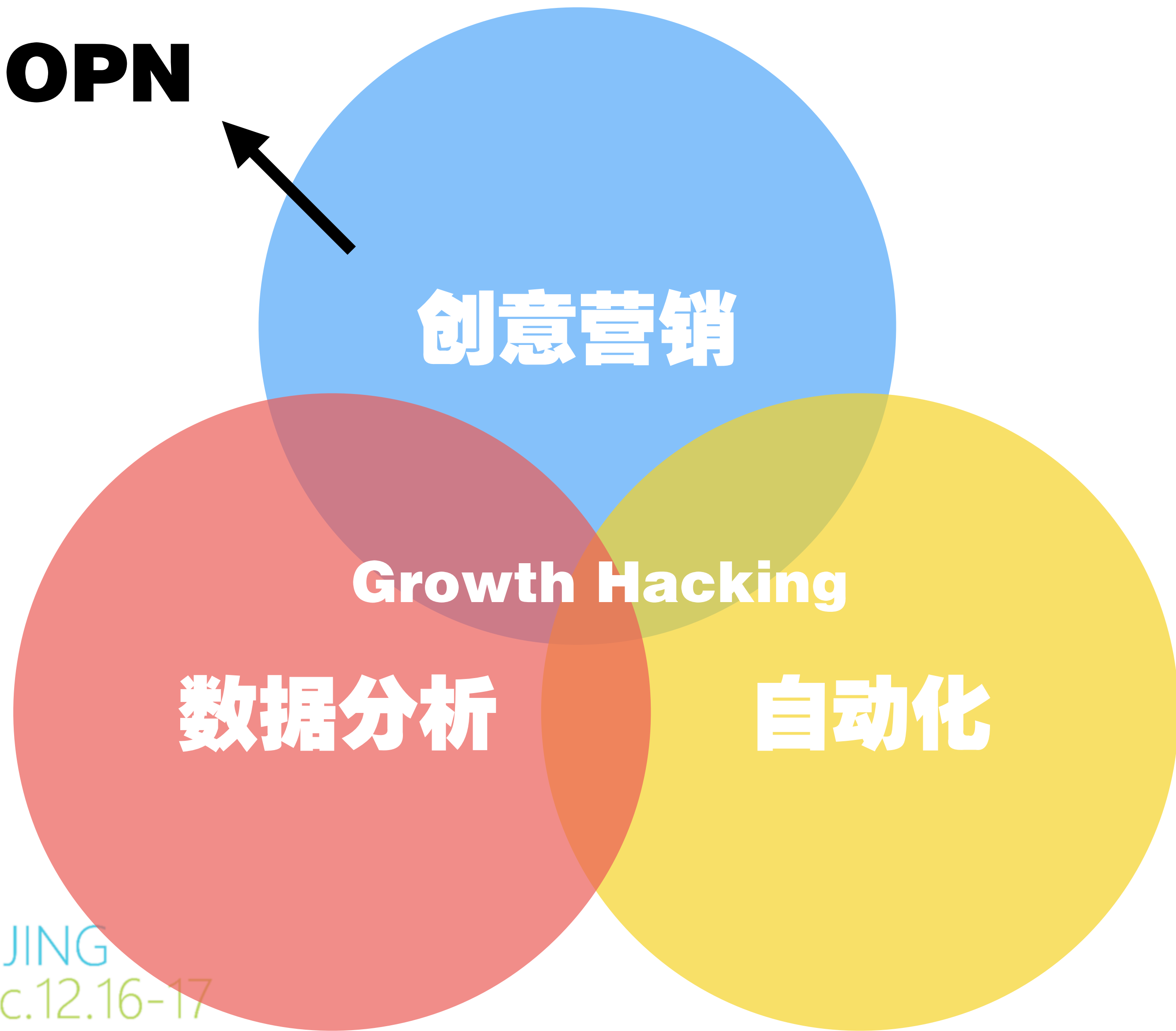


流量少，渠道贵，增长 = 烧钱？



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

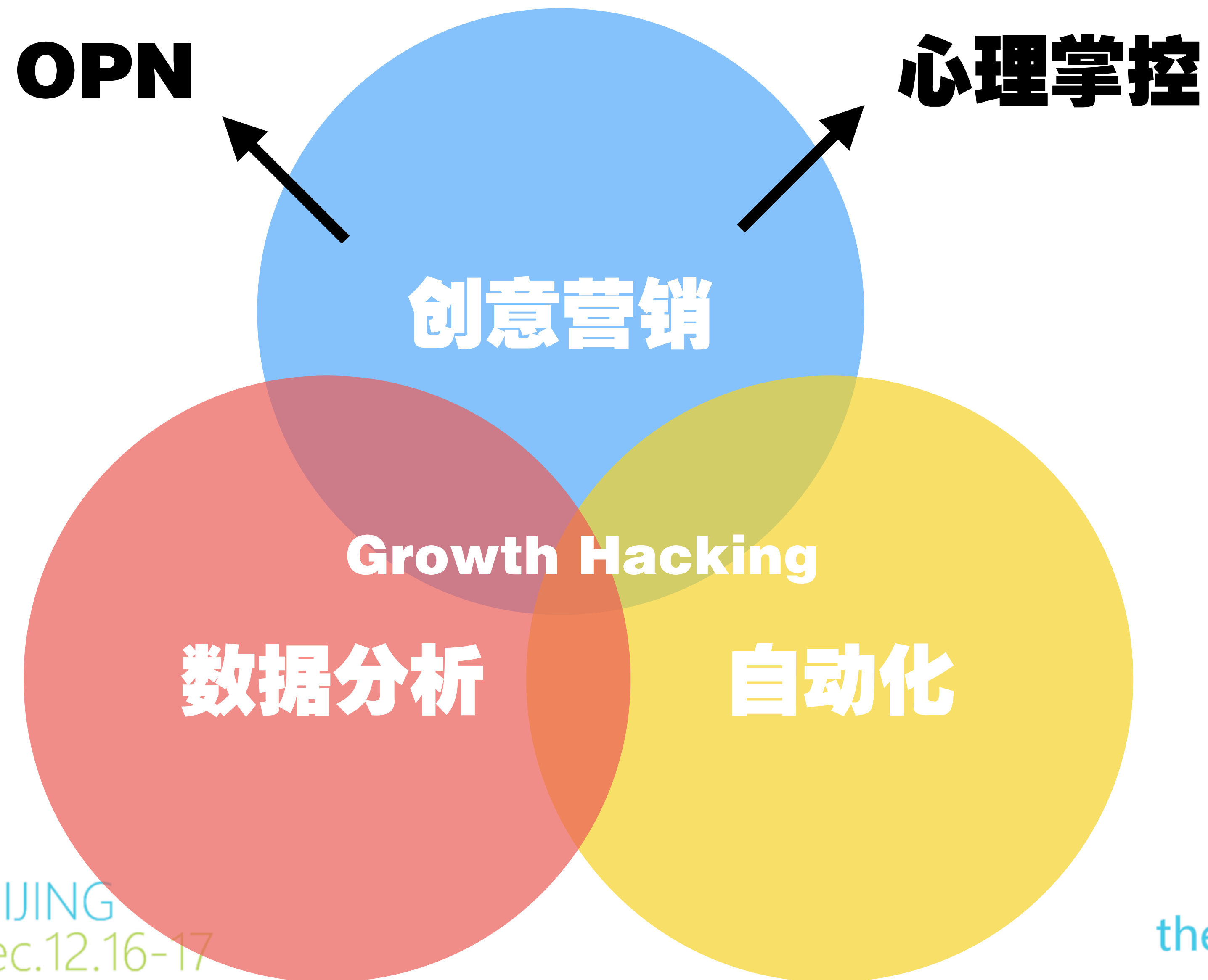


打车大战



西少爷肉夹膜

如何理解 Growth Hacking

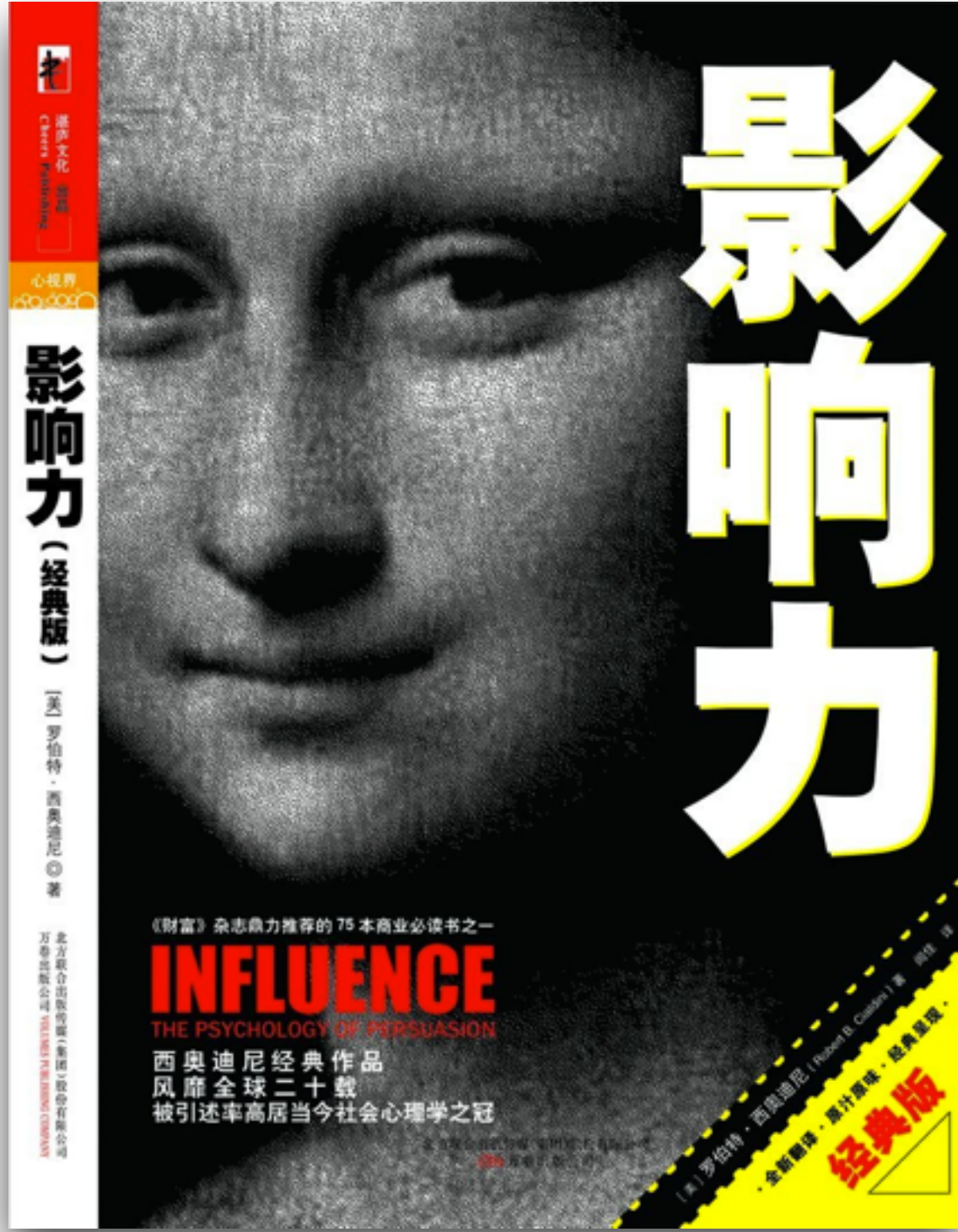


心理学掌控

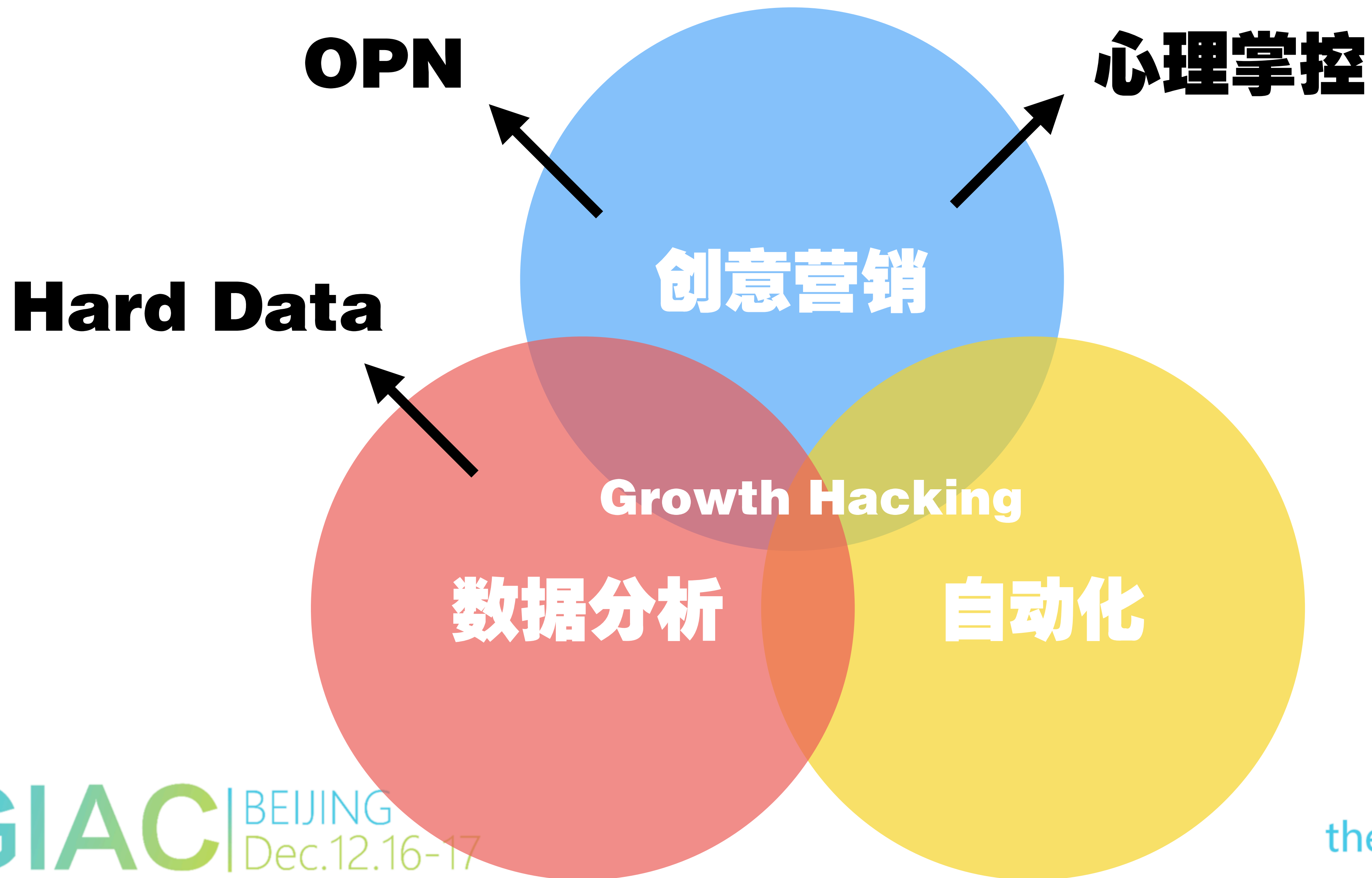


如何提高地推的转化率？

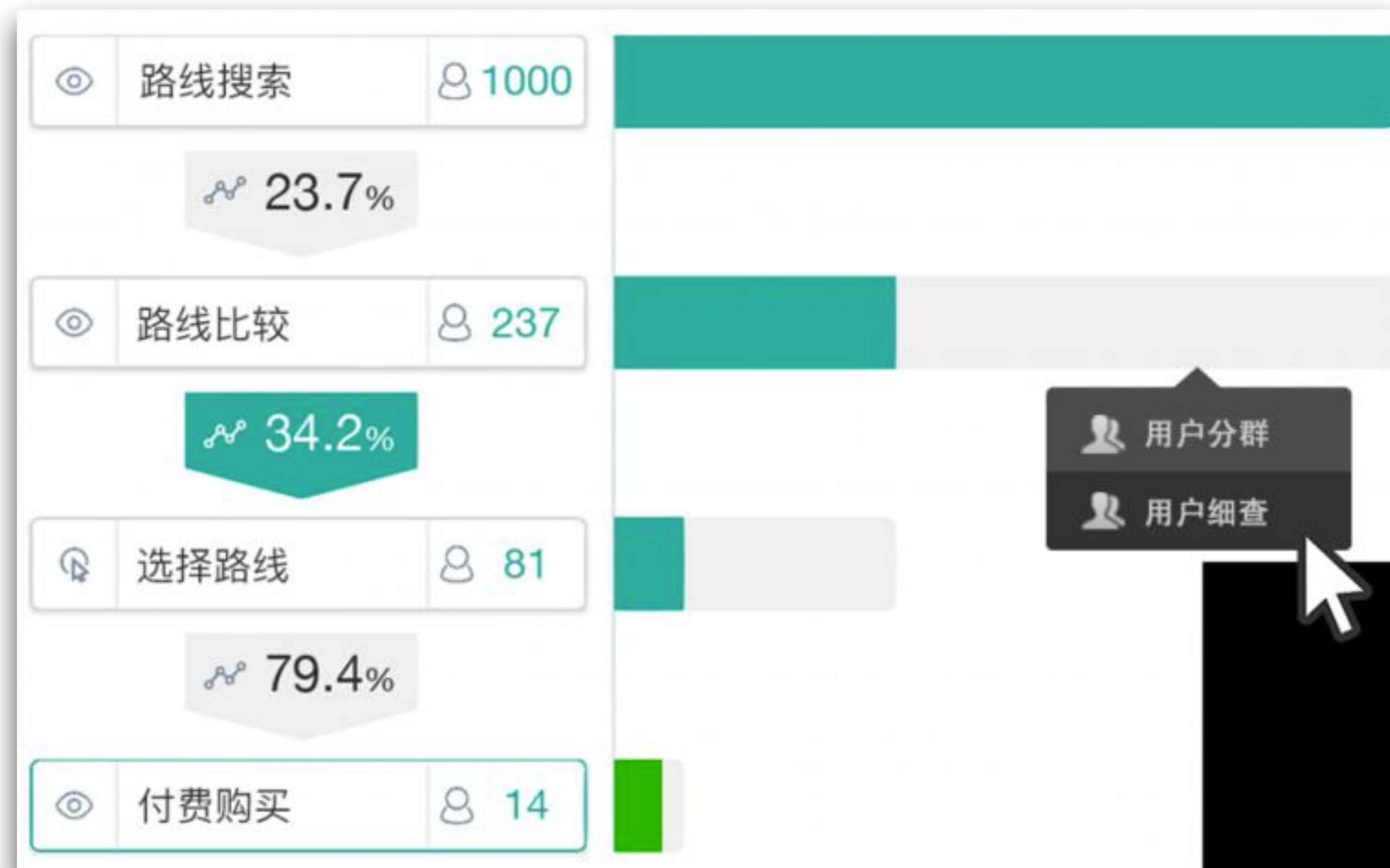
行为心理学推荐书籍



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%	17.8%	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

您当前位置: 首页 > 线上公开课 > 每一个产品经理都需要一个进击的漏斗!

您当前位置: 首页 > 增长秘笈 > 中美企业在数据分析上的最大差异: 增长黑客的实践

您当前位置: 首页 > 增长秘笈 > 互联网金融增长宝典: 三大步骤提高转化, 搞定用户运营

您当前位置: 首页 > 增长秘笈 > 数据分析驱动增长, 你需要知道的驱动力、障碍和钩子

提高产品转化

一、从移动互联网发展趋势谈“数据驱动增长”

为什么要用数据分析来驱动增长? 我们不妨先来看看中国互联网的发展趋势。

年份	增长率 (%)
2009	35
2010	25
2011	18
2012	15
2013	12
2014	10
2015	8

热门文章

热门标签

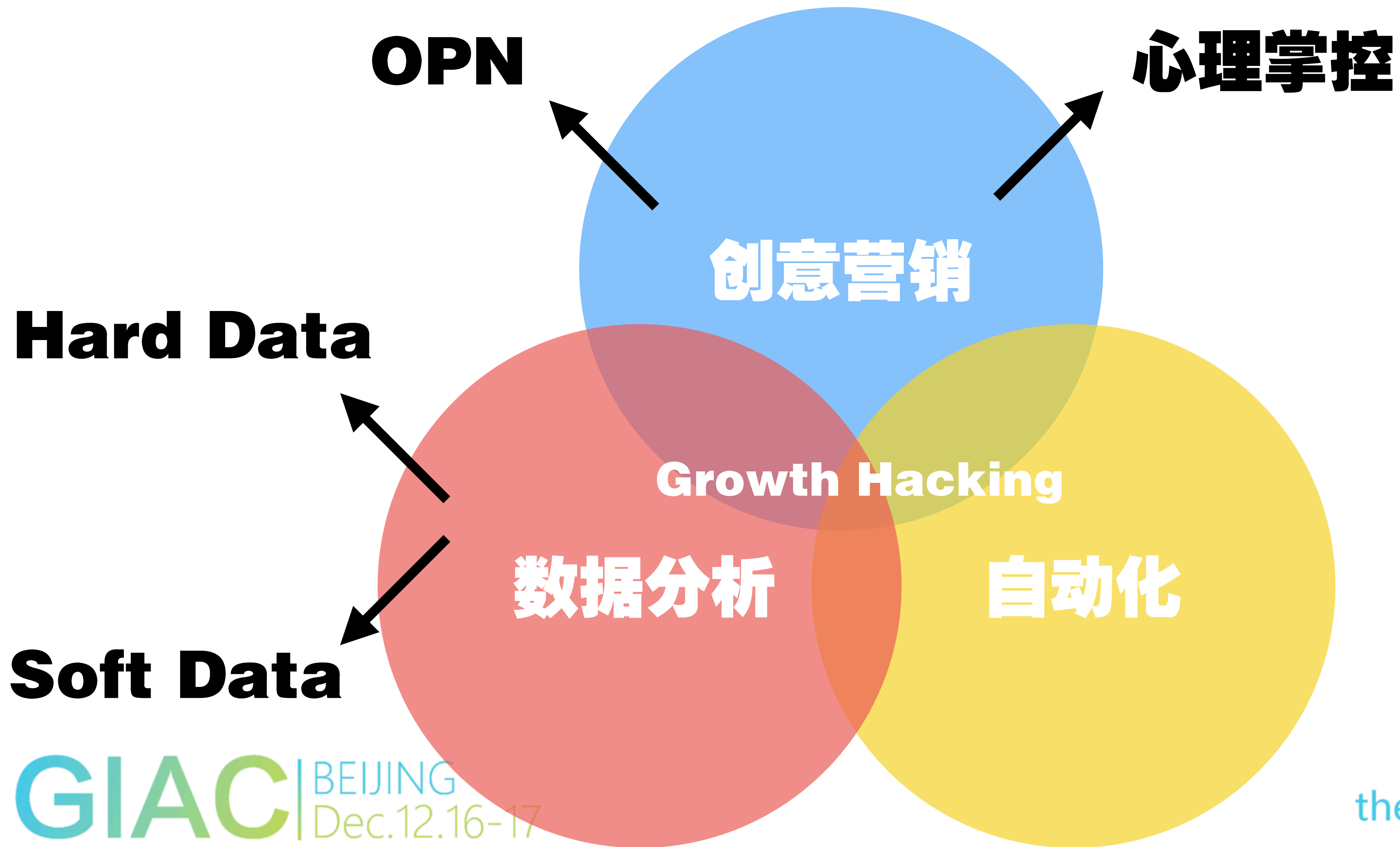
CAC、LTV、PBP

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

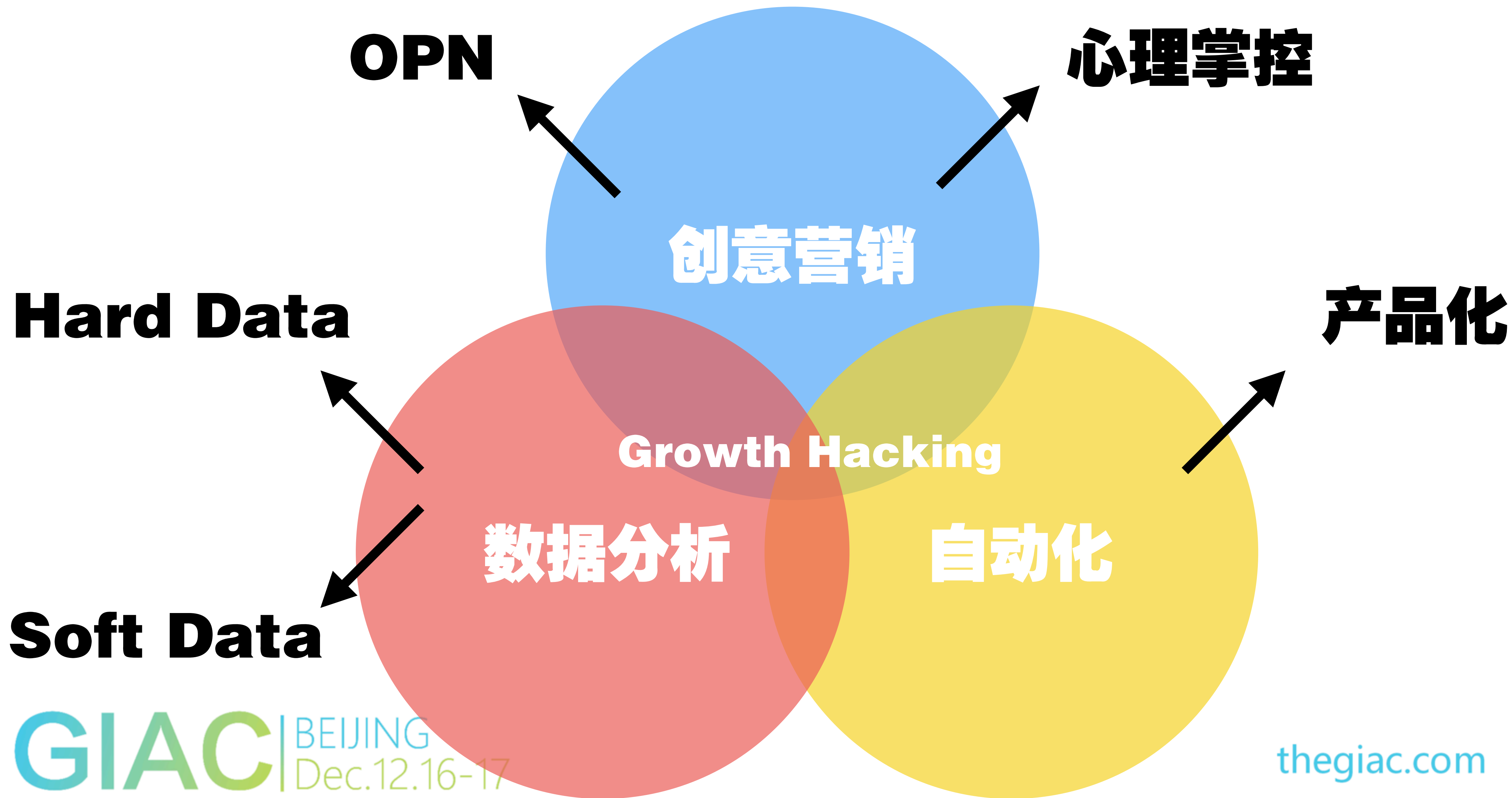


可用性测试



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

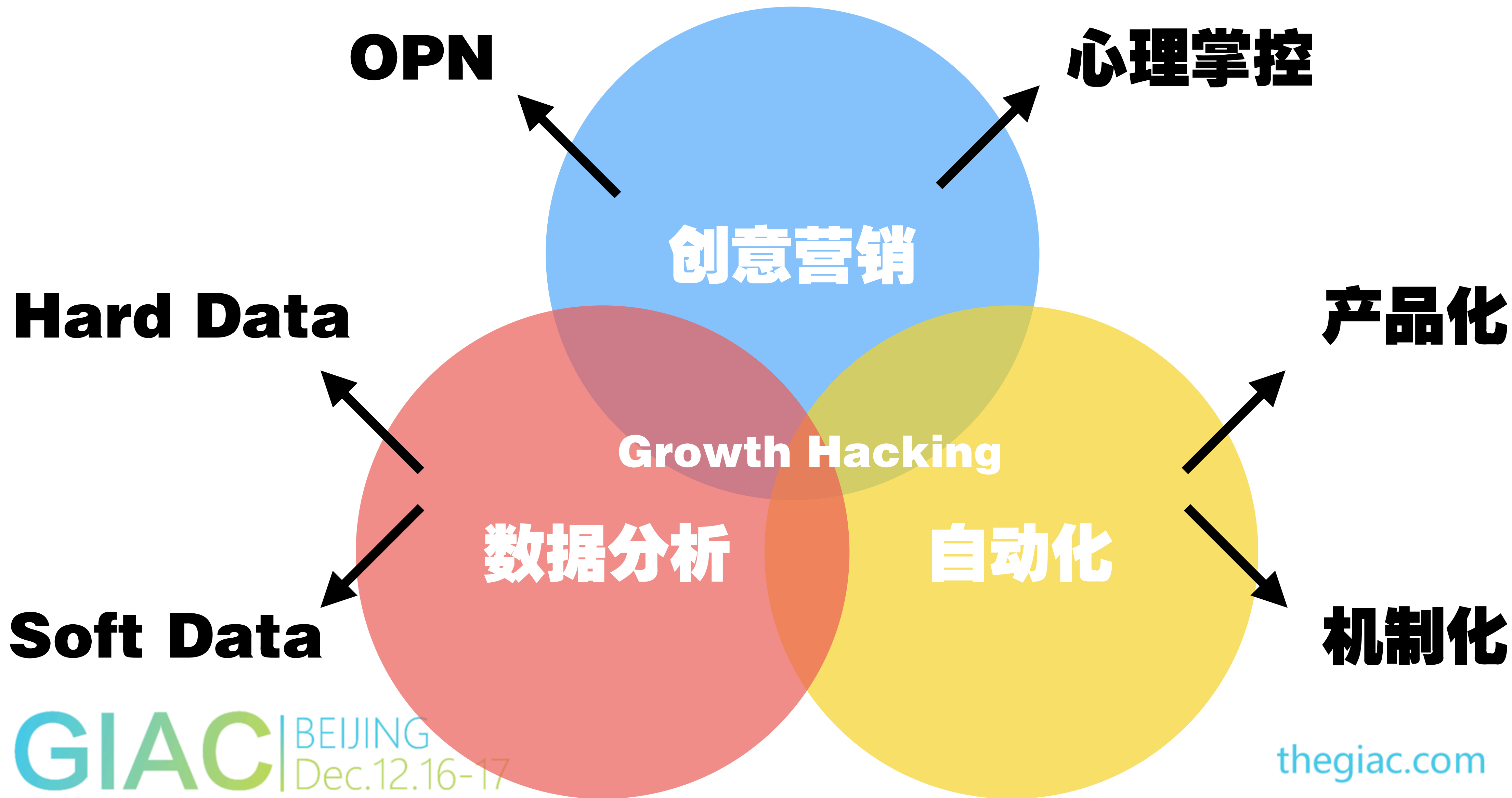


不要重复发明轮子

GrowingIO



如何理解 Growth Hacking



我如何自动化邮件内容营销？



Workflow: 多平台自动处理



定义执行流程



复制文章链接



自动完成处理

Pinboard: 收藏并生成 RSS

Pinboard (xdash) 0.126 s history · network · notes · popular · add url · add note · settings · account · howto · log out

xdash 147 all · private · public · unread · untagged · starred · tweets

« earlier edit · organize

RSS Search Mine Search All

top tags all tags · 2 · 5 · 10 · 20 · manage

500px A/BTest Acquisition Activation activiity Activity

- ★ **北京数据驱动增长大会：请到了增长黑客之父 Sean Ellis #GrowthActivity**
GrowingIO 策划主办的 2016 数据增长大会即将于 12 月 17 日在北京隆重举行，我本人参加之外，这次大会居然请到了 Growth Hacker 概念最早提出者、曾为 Dropbox 等公司做 growth 的 Sean Ellis 大神到场。整个活动非常值得期待（BTW，我本人有 5 张赠票即将送出，另外从我这里购票享受 8 折优惠，这些福利只针对 course.zengzhangheike.com 的付费社群粉丝，我将在群里宣布具体赠送方式）。
Data conference activiity GrowingIO
14 hours ago edit delete
- ★ **Airbnb 数据科学团队进化论：如何由内而外实现数据驱动 #GrowthInterview**
Airbnb 数据科学团队负责人 Alok 介绍如何建立规模化的知识分享生态系统以及探讨数据科学的未来。
airbnb Data datascientist
14 hours ago edit delete
- ★ **WMD 2016 精华视频集锦 on YouTube [英文] #GrowthSpeech**
硅谷知名投资机构 500Startup（没错，就是它的合伙人 Dave McClure 提出了著名的 AARRR 海盗模型）上周刚举办了今年的 WMD（Weapons of Mass Distribution，大规模渠道性武器）大会，邀请了 Instagram 等知名公司的 Growth 负责人探讨今年增长方略。全程英文，强烈推荐给朋友。
video speech instagram invest
14 hours ago edit delete
- ★ **利用爬虫技术能做到哪些很酷很有趣很有用的事情？ #GrowthTools**
爬虫抓取是 Growth Hacking 经常用到的技术，常用数据追踪、竞品分析、撬动 OPN（Other People's Network）解决冷启动等。这篇知乎回答揭示了爬虫还能做哪些有意思的事，有助大开脑洞。
crawler fetch Data
14 hours ago edit delete
- ★ **简书靠什么收获1600万月活用户的狂热？ #GrowthCase**
我跟简书的创始人林立相识是因为他上一个项目，后来简书三年前在上海的民房创业时，我们做过多番交流。去年内容创业兴起，彼时简书很像中国版 Medium，都是 IT 业内从业者在玩，直到赛富投资 A 轮（赛富老大还来找我做过背调），简书成功走入大众人群（which 我认为正确的，不要在吝啬龟毛的小众 IT 圈陪玩）。我的《增长黑客》得以出版，也是因为最早我在简书发布一篇文章。说了这么多渊源，

This XML file does not appear to have any style information associated with it. The document tree is shown below.

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Mailchimp: 基于 RSS 的邮件

增长黑客周报 Growth Hacker Weekly

Help Preview and Test Save as Template Save and Exit

RSS Items

Content Style

RSS Items Style

Custom

B I U 清除格式 <>

样式 Font Size A- A+ Merge Tags

|RSSITEMS:|

|RSSITEM:TITLE|

|RSSITEM:CONTENT_FULL| [点击阅读全文 >](#)

|END:RSSITEMS|

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- [读书推荐](#)：我在豆瓣上标记过的已读书籍，包括技术、商业、经管、认知论等。
- 「[GrowingIO](#)」：基于用户行为的新一代数据分析工具，无埋点，支持转化分析、热图、留存分析、自定义数据看板。
- 「[七牛直播云](#)」：快速搭建第三方直播云，支持实时录制、转码、截图、水印、美颜滤镜、演示直播等。
- 「[Wopus](#)」：最低 90 元/年的虚拟主机，适合快速搭建 WordPress 等服务；香港主机适合国内访问+免备案；我 2009 年开始使用，服务极好。

P.S：你可以直接回复本邮件给我反馈，欢迎推荐书籍、工具、增长经验、实战心得。

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本邮件关注创业增长、技术营销、创业者的修炼和自我提升。每周一凌晨 4 点（4PM UTC）发送。

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微信公众号：搜索关注 GrowthHackerBook
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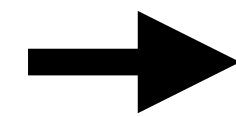
Save & Close We'll autosave every 20 seconds

< Back RSS Feed > Recipients > Setup > Template > Design > Confirm Next >

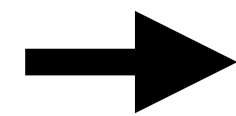
完整自动运行流程



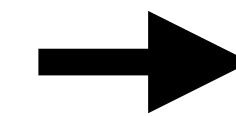
微信



Workflow



Pinboard



Mailchimp



Growth Hacking 如何在创业型公司落地?



teambition

功能

价格

下载

解决方案

帮助

博客

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「走，去工作」的 100 万个故事之一 —— 是谁在用 TB 造360度相机? >

增长由市场团队牵头？

设计团队形成方案

数据分析师跟踪表现



市场团队提出构想

研发团队开发上线

「表情特权」



任务分组 主要任务， 任务阶段 进行中 更多 ▾ ×

This task is now overdue: it was supposed to be done on the 12 /11.

执行者 👤 待认领	截止时间 📅 昨天 00:31	优先级 🔵 普通	重复 🔄 不重复
--------------	--------------------	-------------	-------------

- 📝 添加备忘
- 添加子任务
- 🔗 关联内容
- 🏷️ 添加标签

参与者
👤 +

👍 点个赞

📅 Junyuan 更新截止日期为 12月11日



推荐 Teambition 即可获取更多表情

[我要推荐](#)

@提及他人，按 Enter 快速发布 🗨️ 😊

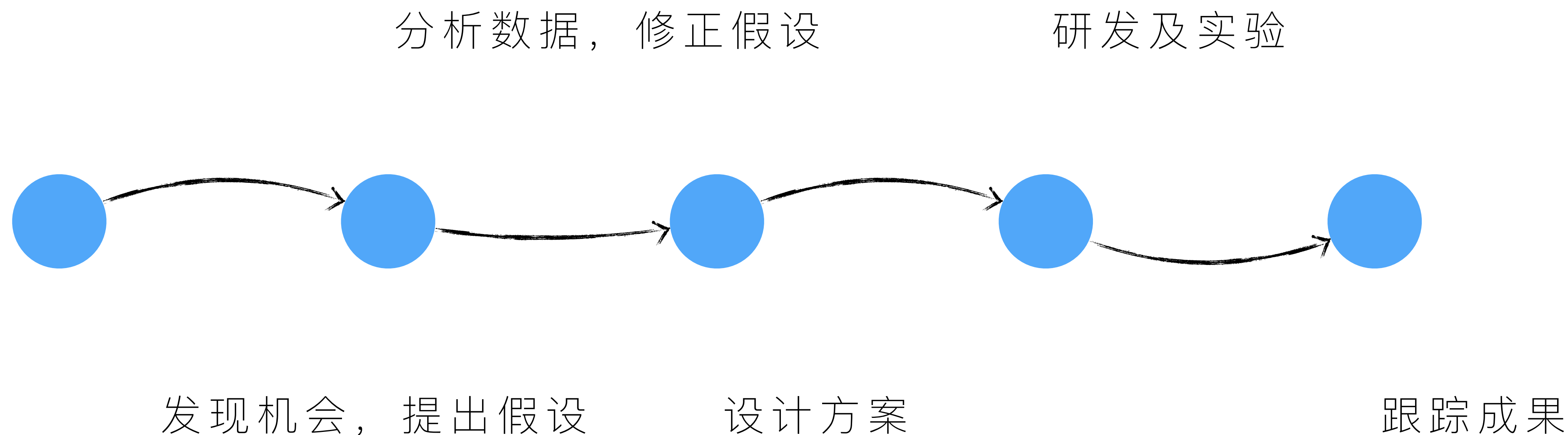
遇到的问题

- 1、项目推进周期长**
- 2、工作目标不明确**
- 3、基础架构不完善**

解决方法: 数据驱动增长



交由独立运作的增长团队负责



从收藏夹进入，活跃度更高

Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Landing Page ?	Acquisition			Behavior			Conversions eCommerce			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
	21,443 % of Total: 100.00% (21,443)	11.77% Avg for View: 11.63% (1.24%)	2,524 % of Total: 101.24% (2,493)	7.58% Avg for View: 7.58% (0.00%)	3.29 Avg for View: 3.29 (0.00%)	00:10:12 Avg for View: 00:10:12 (0.00%)	0 % of Total: 0.00% (0)	CN¥0.00 % of Total: 0.00% (CN¥0.00)	0.00% Avg for View: 0.00% (0.00%)	
1. (not set)	6,346 (29.59%)	0.08%	5 (0.20%)	0.00%	0.00	00:07:46	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
2. www.teambition.com/projects	5,210 (24.30%)	2.09%	109 (4.32%)	0.38%	5.10	00:12:01	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
3. www.teambition.com/project/tasks/screen	3,990 (18.61%)	2.58%	103 (4.08%)	2.43%	4.02	00:15:16	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
4. www.teambition.com/	1,900 (8.86%)	65.37%	1,242 (49.21%)	40.89%	4.83	00:04:47	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
5. www.teambition.com/project/posts	571 (2.66%)	2.45%	14 (0.55%)	2.45%	4.33	00:12:47	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
6. www.teambition.com/project/files	522 (2.43%)	1.53%	8 (0.32%)	2.11%	3.77	00:13:18	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
7. account.teambition.com/login?next_url=https://www.teambition.com/projects	517 (2.41%)	35.59%	184 (7.29%)	23.60%	5.56	00:07:56	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
8. www.teambition.com/project/home	313 (1.46%)	8.95%	28 (1.11%)	5.11%	4.02	00:06:55	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
9. account.teambition.com/login	185 (0.86%)	35.14%	65 (2.58%)	6.49%	7.48	00:09:07	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	
10. www.teambition.com/apps?s=mobile-re-direct	89 (0.42%)	58.43%	52 (2.06%)	73.03%	1.98	00:01:39	0 (0.00%)	CN¥0.00 (0.00%)	0.00%	

Show rows: 10 Go to: 1 1 - 10 of 802

This report was generated on 11/24/15 at 10:50:36 AM - Refresh Report

成功案例1：星标时提醒收藏



成功案例2: 自定义任务板

The screenshot displays the Teambition web interface. At the top, the navigation bar includes the 'teambition' logo, menu items for '项目' (Projects), '企业' (Company), '我的' (My) with a notification badge '1', '日历' (Calendar), and '收件箱' (Inbox) with a notification badge '9'. A search bar and a user profile icon are also present. Below the navigation bar, a secondary menu shows 'Growth' with a star icon, and tabs for '任务' (Tasks), '分享' (Share), '文件' (Files), '日程' (Calendar), '标签' (Tags), and '设置' (Settings). The main content area is titled 'Projects' and features a '筛选和编辑' (Filter and Edit) dropdown. The task board is organized into four columns: 'Inbox · 1', 'Accepted · 6', 'Implementing · 4', and 'Verifying · 1'. Each column contains a list of tasks with checkboxes, user avatars, and task descriptions. For example, the 'Accepted' column includes tasks like 'New on-boarding process' and 'Encourage sign up by letting users share their files on Teambition to non-tb users'. The 'Implementing' column includes tasks like 'Add a "add new stage" button & change the free mode to default' and 'Invite new users via Teambition content'. The 'Verifying' column includes a task 'Better Consultant appointment form'. Each task card also features communication icons (comment, share, etc.) and a '添加任务' (Add Task) button at the bottom of the column.

总结 & 建议

- 1、Growth Hacking 本质是**技术套利**，应当寻找**杠杆率**更高的增长机会。
- 2、创意冰山下，是基于**数据**的用户洞察。
- 3、互联网下半场，更注重回归**商业本质**。



GIAC | BEIJING
Dec.12.16-17

技术架构未来

架構
ARCHNOTES
高 可 用 架 构



Thank you!



@XDash



ifanbing

