



# 揭秘 Facebook Growth Hacking

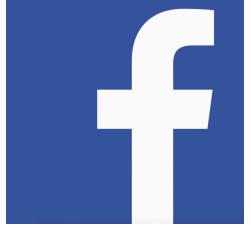
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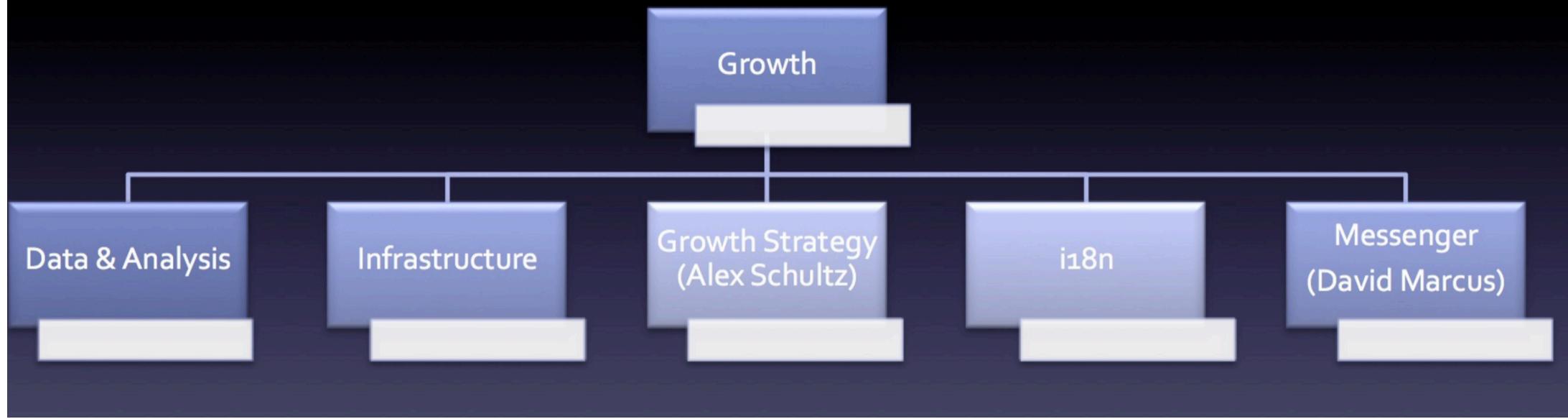
# Facebook Growth Team



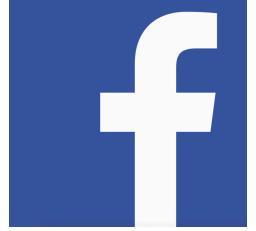
- 神秘之师，负责整个公司用户数量，活跃度以及其他关键数据增长的部门
- 一个采用 engineering 为主的方式实现用户量自然健康增长的事业部，而不是依赖于 地推和砸钱 来进行线下活动；当然，也极少在传统渠道（比如电视上）去打广告，而更多地是去用互联网的方式实现用户的自增长



## Random Walk of Facebook Growth Team

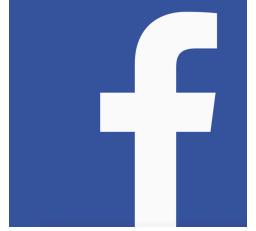


# Facebook Growth Team



- Data & Analysis: 采集数据, 分析, 归类, 和按照业务需求将原始数据分类进行展示
- a) New User Acquisition (拉新用户) : 主要途径是通过发邮件, 发好友邀请等一系列手段, 下面的章节会详细说明.  
b) User Retention (用户留存) : 主要途径是邮件, 移动端的推送消息, 和特定形态的用户特征调查.
- i18n (internationalization 全球化): 和传统公司的本地化和手工翻译不同, Facebook用技术的手段建立一套鼓励用户参与, 用户自己来本地化Facebook的翻译系统 (Fully scalable).

# 什么是 Growth Hacking



Growth hacking is a marketing technique developed by technology startups which uses **creativity, analytical thinking**, and social metrics to sell products and gain exposure. It can be seen as part of the online marketing ecosystem, as in many cases growth hackers are using techniques such as **search engine optimization**, website analytics, content marketing and **A/B testing**. Growth hackers focus on **low-cost and innovative** alternatives to traditional marketing.



Data Driven 用数据说话

# 2010

Search for people, places and things

Dustin Home

Dustin Curtis Edit Profile

Update Status Add Photos/Video

What's on your mind?

News Feed Messages Events Photos Browse

Groups

- Open House Supp... 12
- Secret Group 7
- Y Combinator 8
- FADC 12
- Men Who Whiskey 20+
- memorablefashio... 20+
- Create Group...

Apps

- Games 15
- FarmVille
- FarmVille 2
- Games Feed 20+
- Notes
- Gifts
- ChefVille
- On This Day

Pages

- Pages Feed 20+
- Like Pages 20+

Developer

Andrew Wilkinson 1 min - Oak Bay, Canada - [Jt.](#)  
Waiter at the Oak Bay Marina Restaurant as he puts down the plate: "A lil' edamame action for ya"  
[Like](#) · [Comment](#) · [Share](#)  
2 people like this.  
Write a comment...

Constantin Hofstetter 2 mins - Vienna, Austria - [Jt.](#)  
FB Keyboard Shortcuts: j / k: go through posts on timeline. c: new comment, p: new post, l: like the post.  
[Like](#) · [Comment](#) · [Share](#)  
Constantin Hofstetter Oh.. and o: open (e.g. view a picture/open a link in a post)  
1 min - Like  
Write a comment...

Vinnie Lauria via Fayza 3 mins - [@](#)  
Love this, espresso the pyramids, was shocked to learn we could just take

Paul Stamatiou likes your link.

Andrew Wilkinson Waiter at the Oak Bay Marina Restaurant as he puts down the plate: "A lil' edamame action for ya"

Lizzie Lara likes Glee's link.

Constantin Hofstetter FB Keyboard Shortcuts: j / k: go through posts on timeline. c: new comment, p: new post, l: like the post.

Aditya Agarwal is going to Propeller : LEE BURRIDGE ( All Day I Dream/ Get Weird UK) + Mark Slee.

Tuuti Pilippo likes an article.

3 events this week

Chris-cricket Hynes and 1 other

TRENDING Learn More

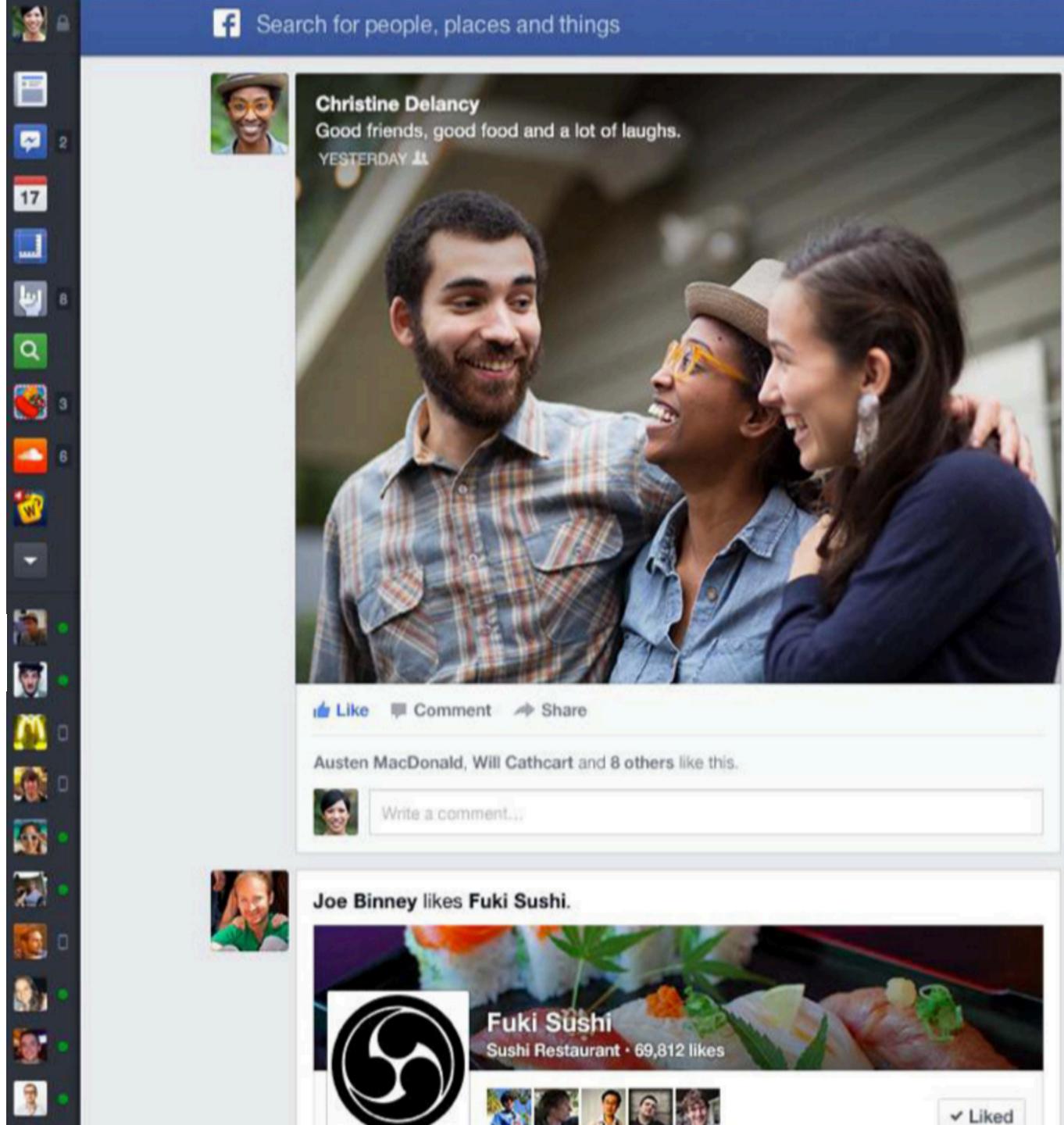
- Bradley Cooper: Bradley Cooper Disproves Louis C.K.'s Statement About The Student Audience of 'Inside The...'
- Fred Phelps: Westboro church founder Fred Phelps dies
- Wheel of Fortune: 'Wheel of Fortune': Guy makes unbelievable correct guess

See More

Chat (50)

# 2013

Facebook news feed redesign>



# 2015

Search Facebook

Alex Home

Alex Chao Qin

Edit Profile

FAVORITES

- News Feed 20+
- Messages 20+
- Events 6
- Saved 1
- Cars @ Facebook 20+
- Facecraft (Starc... 1

PAGES

- Chao Qin's Fans 20+
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad

GROUPS

- Ex-Facebook Startups 2
- New Groups 8
- Create Group

APPS

- Games 3
- On This Day
- Candy Crush Saga 3
- Cities I've Visited
- Which US city do y...
- My Friend Map
- My Friends Map
- QQ Chat
- LivingSocial

Update Status | Add Photos/Video | Create Photo Album

What's on your mind?

Friends Post

Jeremy Lin 林書豪 9 hrs · \*

#BuzzCity

127k Views 21k Likes 204 Comments 208 Shares

Like Comment Share

6 event invites

Kristina Holst Rabkin and 2 others

TRENDING

- Impossible Foods: Company Raises \$108 Million to Create Plant-Based Cheeseburger
- Nobel Prize in Medicine: 3 Scientists Awarded for Work on Treatment of Parasitic Diseases
- Doctors Without Borders: President Obama Apologizes to Organization for Hospital Strike

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Alex Home

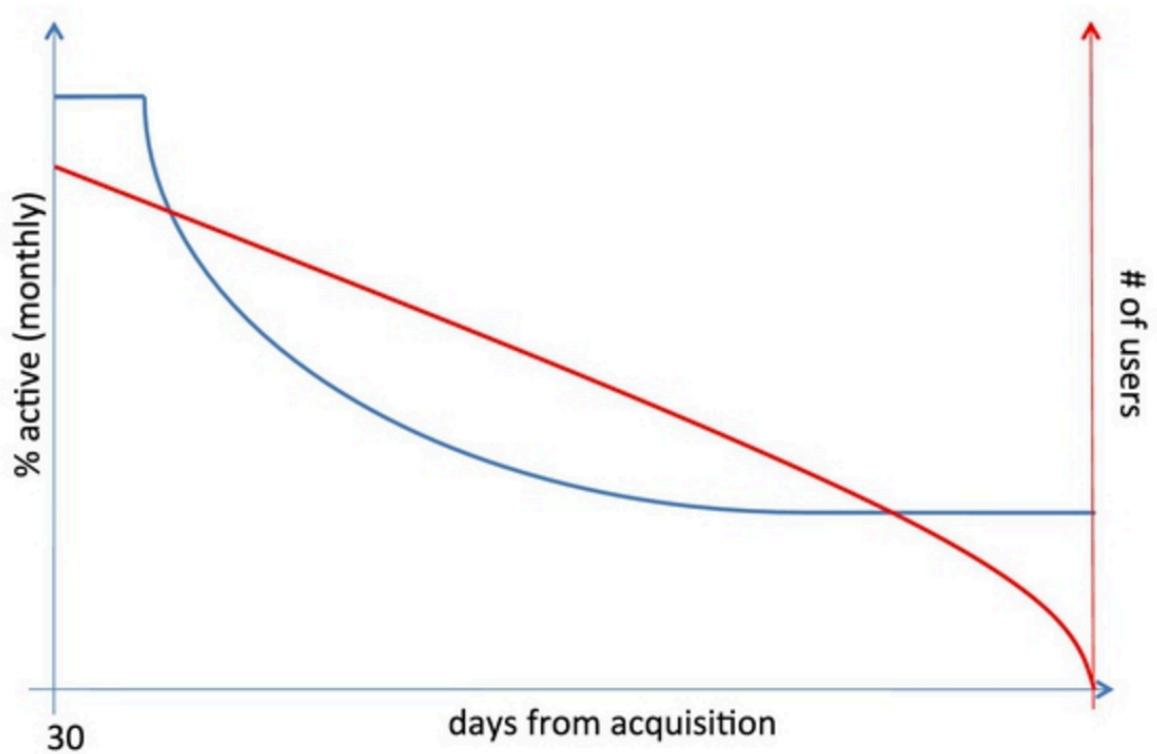


User retention 用戶留存



## Retention

留存率最根本的决定因素  
还是你的产品是否能有效地  
满足用户的核心需求.





谨慎拉取“新用户”

给用户一次“惊喜”

保持与用户“交流”

对于超级用户给予“鼓励”

持续优化体验，让用户用得“爽”



# The Hacker Way 黑客之道



快速行动

不安于现在

大胆质疑

# Q&A

## 更多阅读

- 《Letter From Mark Zuckerberg》
- 《揭开 Growth Hacking 的神秘面纱》
- 《缔造Instagram的这五年》
- 《解读 Mary Meeker 2015 互联网趋势报告》

电影：《The Social Network》

# Thanks You!

@Jack Pu