

# Grid WeChat public account

What is a WeChat official account?

It is also called LOCAL/DOMESTIC WeChat Official Account, in opposition with a OVERSEAS WeChat Official account. The public account is registered via WeChat Open Platform where all WeChat properties (Official Accounts, Mini Programs) of a company are sitting. Here is a break-down of the cost to set-up and then run a WeChat Official Account

How many official WeChat accounts can an enterprise set up?

An enterprise can set up 2 Official Accounts, including subscription account and service accounts. You can apply for more by contacting Tencent and providing the reason why you would need more. Acceptance is not guaranteed. My WeChat Official Account was setup by an agency using their business license.

What is a verified WeChat official account?

A verified official account has access to additional features and benefits, such as advanced customization options, user data, and the ability to run advertising campaigns. While registering, you will have to pick a type of WeChat Official account.

Does WeChat have a registration fee?

Not that there is no registration fee but a yearly recurring fee to keep the account open. In order to register an official account through WeChat's self-service platform, you will need the following: The registration process is entirely in Chinese. Head to the WeChat public platform website for a step-by-step application.

What are the different types of WeChat Official accounts?

There exist several types of WeChat Official Accounts: WeChat Subscription accounts (订阅号): can send up to 1 push message per day to their followers and are grouped together in a dedicated folder appearing alongside your friends in the "chat" section of WeChat.

How do I register a wechat account?

In order to register an official account through WeChat's self-service platform, you will need the following: The registration process is entirely in Chinese. Head to the WeChat public platform website for a step-by-step application. If you are not familiar with the process, you should request help from a local agency.

The Weixin Official Accounts Platform is used for operators to provide information and services to Weixin users via Official Accounts. The Official Accounts Platform APIs are the basis for service provision. After creating an Official Account and ...

Wechat's Official Account Admin Platform has some pretty detailed information, but for first-time market entrants, it still can be confusing. So, I'm summarizing in this article the key ...

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Let's take a look at some of the key advantages of creating a WeChat public account for your company in China: Brand Exposure. WeChat official accounts provide a platform for foreign brands to increase their visibility ...

WeChat Official Account ("WeChat OA") is a platform within WeChat that allows businesses, organizations, public figures, and individual channels to establish a credible presence to engage with different stakeholders.

quality factors to build WeChat public official account satisfaction index. Most of the studies focus on the propagation of public numbers when setting up the index system. When ... method, and ...

The threats from WeChat public accounts to conventional paper-based publications come in a number of ways. Besides the apparent decline in readership and printed volumes of paper-based publications, ...

WeChat Pay interface with QR code censored. To enable in-store payments, customers scan or display their QR codes. The simplicity and cost-effectiveness for businesses to use QR codes rather than expensive ...

Official Accounts provide services to users primarily through Official Account chats and webpages within Official Accounts: 1. Official Account Chats. An Official Account exists in the form of a Weixin user's contact, and chat is the ...

WeChat () is not just a social media and messaging app, it's a way of life for millions of people in China. Boasting over 1.3 billion monthly active users, it's the ultimate platform for businesses to connect with their ...

WeChat public accounts continue to increase in importance and effectiveness in brands' marketing strategy in China. In this post, I'm going to review different types of WeChat public accounts as things have been ...

What is the difference between subscription and service WeChat public accounts? Detailed functions of WeChat public accounts ; Further considerations ; Can I change the type of the WeChat Public Account? Switch ...

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