



# Is there a WeChat Power Grid public account

What is a WeChat official public account?

The Wechat product designed for businesses is called the Official Public Account. There are 2 major ways business can set up Official Public Accounts: Service Account and Subscription Account (\*a third kind is called Enterprise Account, it's more used for businesses' internal communications, hence less relevant in this discussion).

What are the different types of WeChat public accounts?

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 changing in the last few months. There are currently 3 types of public accounts, subscription, service and corporate.

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.

Should I choose a subscription or service WeChat account?

When you are thinking through your WeChat strategy, one of the first tough decisions to make is to pick between subscription account and service account. This choice is important as it will shape your content marketing strategy. What is the difference between subscription and service WeChat public accounts?

What is the WeChat account verification process?

The WeChat account verification process is a way to make your account official. Followers can see the gold tick and be sure that the account is run by a genuine business. If a business public subscription account is verified then it can be upgraded to a business public service account and the menu can be customised.

Is WeChat brand registration mandatory?

It is not mandatory but highly recommended to avoid organic search traffic hijacking. Detailed WeChat brand registration procedure here. - The bank account name must match the name on the Chinese business license. - Wechat will ask this account to transfer some money to their official bank account for verification usage.

The article first introduces the status quo of WeChat public number of power information system, then analyzes the service platform typical logical architecture and data flow of WeChat public ...

The development of the WeChat public account market is really heating up in China. WeChat has released a series of APIs and services to encourage all types of businesses to use the WeChat public account system ...



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A WeChat public account resembles a news portal or a blog page, and technically everyone can create a public account on WeChat after submitting an easy-and-quick application and getting approval from the ...

WeChat Official Account is registered with a Chinese business license/entity. It is also called LOCAL/DOMESTIC WeChat Official Account, in opposition with a OVERSEAS WeChat Official account. The public account is ...

Moreover, merchants in Hong Kong can now use Business Registration (BR) certificates to apply for a WeChat Public Account. Therefore, firms in Hong Kong and other countries can easily enter Chinese marketing through the WeChat ...

With growing cases of breast cancer, WeChat public account, an important information publishing platform of WeChat, has become a breast cancer treatment health information provider to a ...

What are WeChat Official Accounts? WeChat Official Accounts are the WeChat equivalent of a Facebook page: they are an interface a brand can use to: Gather followers; Send them push notifications; Redirect them to a ...

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