

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

Can I open a wechat account with Chinese ID?

Yes- you can open an Official Account with Chinese ID only. However, Personal Official Account type can only register 'Subscription' Official Account. Do I need to register my trademark with WeChat? It is not mandatory but highly recommended to avoid organic search traffic hijacking. Detailed WeChat brand registration procedure [here](#).

How do I register an official wechat account?

You have to agree to the service agreement in order to register an official account. Make sure to read WeChat's service agreement before you agree to it. This document contains important information regarding your rights as an official account user. Click Next. It's a green button at the bottom of the Basic Information form.

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.

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.

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.

Registering for a WeChat Official Account as a Chinese Organization. In order to register an official account through WeChat's self-service platform, you will need the following: A Chinese ID (or sh?nfèn ...

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 ...

According to regulations, the maximum number of public accounts registered by the same enterprise, individual business owner, and other organization is two. While the maximum number of public accounts registered ...

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, ...

6 · 1. Open WeChat's Official Account Registration page in a browser. 2. Fill out Basic Info with an email and password. 3. Click Next. 4. Fill out Registration Info with your company ...

WeChat has released a series of APIs and services to encourage all types of businesses to use the WeChat public account system to develop custom features for their account. It is only two years since the public account ...

Meanwhile, WeChat Subscription Accounts and WeChat Service Accounts are used for customer communication. WeChat Business: Subscription and Service Accounts. WeChat users who follow Subscription ...

A WeChat Official Account is also known as a WeChat public account, which translates to in Chinese. Similar to a Facebook Page, it is a public profile which allows individuals or organisations to publish content, attract ...

WeChat Official Accounts Explained. Mastering WeChat is an absolute must for businesses looking to tap into China's thriving market. With a staggering 80% of the population relying on this platform for communication ...

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