



How to operate the power grid WeChat 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 types of WeChat accounts can open from the official account platform?

Other types of WeChat Accounts that can open from the Official Account Platform / There are 2 other types of WeChat Official Accounts: What is a WeChat Enterprise Account / "WeChat Work" / ? Office automation system embedded in WeChat and limited access for internal use

What is a WeChat official?

Eg.: native eCommerce features (shops, coupons and loyalty programs), WeChat login, WeChat payment, QR code tracking, follower input processing, geo-localization. The basic menu customizations are available to verified and unverified accounts alike. The type of WeChat Official is defined based on the pre-defined goals behind the Public Account

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.

Can I open a service account with a wechat account?

But before you think about verifying the account you have to make some choices. If you choose a personal public account, it's not possible to open a service account. Therefore registering a personal public account limits what you can use the WeChat marketing platform for.

Does WeChat have a push service?

There is no push service on WeChat with a subscription account, but your followers will see a notification when they enter the WeChat platform. A service account allows you to interact with your followers in a different way. You are only able to send one message to your followers every week.

Step 1: Click "Me" at the bottom right corner on your WeChat interface. Step 2: Click "Pay" to enter the payment page. Step 3: Tap "Utilities" and choose which one(s) to pay. ...

Like how WhatsApp differs from WhatsApp Business, WeChat has Official Accounts for business use along



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with their normal consumer accounts. Businesses use the WeChat Official Accounts Platform to manage them. But ...

Basic interface to implement the development of WeChat public accounts; Developing WeChat public accounts requires the implementation of the following basic interfaces: (1) Receive the information sent by the WeChat server ask. (2) Verify and process the received message. (3) Return the processing results to the WeChat server.

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 ...

2. Service Accounts. WeChat service accounts provide stronger support for customer service and CRM. They are also sales-oriented in that verified service accounts can apply for WeChat Pay functions and open a ...

Sign-up for a WeChat Account. Welcome to WeChat! To sign up for an account on the WeChat app, follow these steps: Step 1: Select the country your mobile number belongs to and enter the number.

At present, WeChat's Assistant Registration function requires another WeChat account to provide assistance. Following the instructions on the screen, ask a friend near you to use their WeChat account to help you complete the verification for sign-up. You need a friend who already had WeChat account to help you verify your account.

There are two types of WeChat Accounts: a WeChat Service Account, for brands aiming to focus on transactions and engagement, and a WeChat Subscription Account, suitable for content marketing and increasing brand awareness. Foreign brands can open only an enterprise-type service account. The annual verification fee is USD 99.

This comprehensive guide is aiming at giving enough information in order to choose between WeChat subscription Account vs. WeChat service Account. 1. 101: what are the different WeChat Official Account types? What ...

Click on (Carry on/Continue) at the bottom of the page to go to the next step. Step 9: Verify the Account operator's phone number #2. As a next step of identity verification, a QR code will appear on the screen. The account operator needs to scan this QR code with their personal WeChat account.

Find your friends on WeChat. On the Find Friends screen, WeChat will ask you if you want to Find WeChat Friends. If you agree to this, WeChat will upload the names, phone numbers, and email addresses in your ...

Personal and business public accounts. The development of the WeChat public account market is really heating up in China. WeChat has released a series of APIs and ...



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Learn how to create a WeChat official account for your business with a step-by-step guide of creating WeChat official account it here from Flow Asia.

While it can seldom stand alone, an official, public WeChat account should normally be the cornerstone of your China online presence. This guide will explain the most important aspects of opening an official WeChat ...

How to register a WeChat Official Account from overseas. Go to the WeChat Official Accounts Platform. Landing page URL to sign up: [mp.weixin.qq](https://mp.weixin.qq.com/) You can choose to change the language in the top right corner to English. Then click "Register now" to start.

The public account is registered via WeChat Open Platform where all WeChat properties (Official Accounts, Mini Programs) of a company are sitting. Official Account registration fees. Here is a break-down of the cost to set-up and then run a WeChat Official Account.

YES - two ways: 1/ from WeChat Public Account backend: migration feature to change the type of the account Requirements: - Subscription Account registered in 2016 or later | account is verified - WeChat Official ...

Clicking on "log in", on the internet page that opens on your PC you'll see your WeChat account, through which you can chat and access a limited series of WeChat functions. It's a great way to send files directly from your ...

There is no WeChat marketing without a business account, so the first step you need to take is to register a public account on the app. We strongly suggest you use a Wechat Official account. Why? Attract potential ...

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 by the same ...

WeChat changes. And it changes fast. Here are 5 modifications to the platform which happened just over the last couple of weeks. 1. "Stick on top" for WeChat Public Accounts Among all the new features published lately, ...

A successful content strategy for a WeChat Public Account revolves around personalization, creating attractive posts, and incorporating compelling call-to-action elements. By understanding your audience, tailoring your content to their preferences, and making it visually appealing, you can captivate readers and foster stronger connections. ...



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To use a WeChat public platform service account, you need to follow the following steps: 1. Registration and application: Register an account on the WeChat public platform, select the service account type and apply.

Therefore, the more you maximize the use of WeChat official account features, the more potential consumers and target customers you can reach. Here, we discuss 5 tips on how to use your WeChat official account to build your brand and grow your business. Note: To apply these tips, you must have a verified WeChat official account.

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.

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