

Solar Energy South Africa

How to follow the Power Grid public account on WeChat



Overview

WeChat Public Account sign-up URL: 1. <https://mp.weixin.qq.com/cgi-bin/registermidpage?>

[action=index](#) Learn more about how to set up.

Infographics | WeChat Official Account Platform | January 2017 [Grata] The capabilities of the Official Account vary depending on the account.

The entry points to drive traffic to an Official Account: 1. O2O entry points (from scanning QR codes) 2. from a link (OA card shared on a chat) 3. from global search (based on submitted keywords searched) 4. from ID.

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).

How to choose a WeChat official account?

The general rule of thumb to pick a WeChat Official Account is, therefore, the following: In most other cases (especially e-commerce cases), Service account is the right choice as it offers more visibility and features.

What is WeChat Pay integration?

WeChat Pay Integration: Enable in-app purchases directly within a brand's WeChat Official Account, leveraging the widely used WeChat Pay platform for a convenient and secure checkout experience. Currently, there are two types of WeChat Official Accounts most suitable for brands: Service Account and Subscription Account.

Why should I open a WeChat official account?

Full Guide: from opening your Wechat Official Account to attracting customers

& increase brand awareness.

How many types of WeChat Official accounts are there?

Currently, there are two types of WeChat Official Accounts most suitable for brands: Service Account and Subscription Account. Each caters to distinct marketing goals, so choosing the right one is crucial for success.

What happens if a WeChat official account is not verified?

Many features remain inaccessible until verification is completed. Users perceive the official brand account and its content as credible and trustworthy once verified. Unverified WeChat Official Accounts are subject to cancellation after 30 days. Brands can click on the “Enable” button to start the process.

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WeChat Setup guide for official accounts

WeChat Subscription Account. WeChat Subscription accounts are for celebrities or small single individual businesses that need to post a lot of content. Compared to other messaging apps business accounts WeChat Business Accounts have ...

Ultimate Guide: How to Sign up / Register WeChat Account on a Mobile

The WeChat app will auto-identify the default language configured on your mobile phone and change the interface language correspondently. It makes the following WeChat sign up steps ...



5 ways to unblock my WeChat account - China Help

Nothing would be more frustrating than your WeChat account has been blocked when you have something important to share with your Chinese friend. Getting a WeChat account doesn't mean you can have the WeChat account forever. ...

Everything You Need To Know About WeChat Public ...

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 ...



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