

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 a WeChat service account?

A service account is an official WeChat account mainly focused on customer activation and engagement. It's an option more suitable for businesses seeking to sell products and services to Chinese users. WeChat service accounts allow registered businesses to customize their profiles for better brand recognition and user navigation.

How do I message my customers on WeChat?

There are two ways you can message your customers on the channel: Through the WeChat Official Account inbox or a business messaging platform connected to the WeChat account via Messaging API. The WeChat Official Account inbox is free and supports up to 100 agents with customizable profiles.

How many articles can a WeChat subscription send a day?

With a WeChat Subscription account, you can send one message daily containing a maximum of six articles per push notification. On the other hand, a service account has a limit of four push notifications and allows up to eight articles per publication.

How do I create a WeChat service account?

To create a WeChat Service Account, head to the WeChat Official Account Platform on your desktop and click Register now at the top. We recommend doing it from a desktop since the website is not optimized for mobile use. 1. Select Service Account. The account type cannot be changed after creation. 2. Create a user account.

How to register for a wechat account from overseas?

Our guide shows you how to register for a WeChat account from overseas in 10 easy steps. Step 1 Download and install WeChat on the Apple App Store, Google Play or WeChat official website. Step 2 Tap to sign up via your phone number or a Facebook account. We recommend to use your phone number. Step 3 Tap "Country/Region" to proceed to the next step.

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 ...

PowerWeChat Tutorial ??? . ?????????PowerWechatTutorial,?????????API??,?????????????Golang WeChat???. ????

Introduction. WeChat is the most popular social network in China, making it a vital platform for your brand to be active on if you are targeting the country. With over 1.3 billion monthly active users from all walks of life, ...

The existing power grid alarm system using SMS (SMSAS) is complex and suffers some problems such as high latency in data transmission, low reliability, and poor economy. For ...

This month China flipped the switch on a new electricity pricing model that treats all businesses as favorably as large industrial users while continuing to subsidize costs to residential and agricultural customers. The ...

Can I change the type of the WeChat Public Account? Switch from Subscription to Service. Yes, you can switch the type of account. And here are the two ways you can do it: For Subscription Account registered in 2016 or ...

Having same issue started at same exact moment as OP. Didn't subscribe to anything, didn't add new contacts. Also clicking on 3 dots says no subscription. Looks like some sort of Chinese ...

WeChat official account for foreigners. Don't let a third-party company fools you. You don't need to pay them for registering WeChat official account. Keep that in mind. Before we get started, you need to know that the overseas WeChat ...

Posting & Purpose. Service Accounts can post four times per month, but can post up to four articles at a time.. Subscription Accounts can post once a day, allowing for regular communication with followers.. If creating ...

During the upgrade, all power supply outlets, including 24-hour self-service payment terminals, "SGCC Online" App, the official WeChat account "State Grid Beijing ...



**Power  
Account**

**Grid**

**WeChat**

**Subscription**

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