



Legal Grid WeChat Official Account

What is WeChat overseas official account?

From July 2018, these overseas official accounts are visible to all Chinese mainland WeChat users. Therefore foreign companies can operate marketing campaigns and business operations directly within the Chinese market. 1. Introduction of WeChat Overseas Official Account

How to get a WeChat subscription account?

Today, the platform is translated into English as well, but the registration process hasn't changed much. Go to Weixin's official accounts platform and select register an account. Register using an email address and set up your password. In this article, I will be showing you how to apply for an official WeChat subscription account ().

How to open a WeChat official account?

Here is the step-by-step guide on how to open a WeChat Official Account using the international business license of the foreign entity. You can choose to change the language in the top right corner to English. Then click "Register now" to start. The "Service Account" is the default option available for non-Chinese businesses.

Can a foreign company open a WeChat OA?

Since 2018, WeChat enable foreign companies to open and legally own a WeChat OA entirely controlled by their OVERSEAS entity. From July 2018, these overseas official accounts are visible to all Chinese mainland WeChat users. Therefore foreign companies can operate marketing campaigns and business operations directly within the Chinese market. 1.

What is a WeChat service account?

Service Accounts: Designed for businesses aiming to provide services, these accounts offer advanced features such as WeChat Pay and APIs. Service Accounts have a more prominent presence in users' chat lists. What are the Key Features of WeChat Official Accounts?

What are the facts about WeChat Official accounts?

Before you continue reading, make sure that you understand and consider these facts about Wechat official accounts that every non-Chinese business should know. The most important thing is to know that WeChat has a domestic and international app version. The Chinese version is called Wei Xin () and the international version is called WeChat.

WeChat is the most important app for your business in China. WeChat is a powerful example of the digital age. This popular Chinese app surpasses 1.26 billion users in 2022, proving how integral it has become to everyday life in both social and professional settings transcends simple messaging between friends - WeChat offers businesses an ...

In this article, I will be showing you how to apply for a WeChat official subscription account (), but you can use this step-by-step guide to register a WeChat ...

Applying with your overseas legal entity or with your Mainland Chinese legal entity are 2 ways to apply for a WeChat Official Account, find out what you need to create the account.

Unternehmen, die auf WeChat auftreten und kommunizieren möchten, benötigen einen Official Account. Nur damit können sie das volle Kommunikationspotenzial der Plattform nutzen. Obwohl es für ausländische Unternehmen noch nie so einfach wie 2021 war, einen Official Account anzumelden, birgt der Prozess dennoch ein paar Hindernisse, wenn man ihn das ...

With over 1.17 billion users, WeChat has emerged as China's top social media platform. This multi-purpose messaging app offers a wide range of functions, making it the perfect social media channel for overseas B2B brands looking to break into the Chinese market. WeChat Official Account ("WeChat OA") is a platform within WeChat that allows businesses, ...

How to apply for a WeChat official account? To apply for an enterprise official account, you must have a legally registered business in mainland China or Hong Kong. The following is the process for applying for an ...

Step 4 - Think of a WeChat account ID. The WeChat ID will only be your visible account's about page, but you might want to share it elsewhere to help users find your WeChat account. It can only be written in English letters, numbers, hyphens, and underscores. Choose something short and easy to remember.

Unlock the full potential of WeChat Official Accounts with our in-depth guide! Join us as we explore the distinct features and applications of Service Accounts...

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 content and cultivating an audience are the core reasons for launching on WeChat, opening a Subscription Account is suitable.. However, if the ...

Sailing the WeChat Seas: Your Definitive Guide to Open and Verify Your WeChat Official Account. Kelly Chen on Mon 20 Nov 2023. With a staggering 1.3 billion users, WeChat stands tall as China's go-to app for messaging, socializing, payments, and beyond. From dawn till dusk, it intertwines with the daily lives of countless Chinese citizens.

WeChat is not just a messaging app. It is a powerful tool for businesses looking to expand in China. This guide explains what a WeChat International Official Account is and why it is essential for...

WeChat () is not just a social media and messaging app, it's a way of life for millions of people in China.



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Boasting over 1.3 billion monthly active users, it's the ultimate platform for businesses to connect with their target audience. WeChat Official Accounts provide an avenue for businesses to engage with their customers, share bespoke content, and offer top-notch ...

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 ...

In fact, they can apply for a WeChat official account by using your Chinese business license. This procedure takes only 7 working days. The account will appear with your company's name logo and description. It costs ...

From Q1 2018, WeChat has allowed foreign companies to open and legally own WeChat Official Accounts (OAs) wholly owned by overseas" entities. As the most popular ...

Check the box next to "I have read and agreed to the WeChat Official Account Admin Platform Service Agreement". It's located at the bottom of the Basic Information form. 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.

Tencent has allowed for foreign companies to set up and legally own a WeChat official account, registered as a service account, controlled by an overseas business entity. While an official service account requires more verification, ...

Here's how to create an international WeChat Official account directly through WeChat Step 1: Register an account on WeChat's Official Account platform First, follow this link ([mp.weixin.qq](http://mp.weixin.qq.com)) and click "Register Now" in the top right corner. You can also select to translate the page to English in the top right corner, too. wechat ...

A WeChat Official Account is a business account on the WeChat platform that allows organizations to connect with users, share content, and provide services. It serves as a bridge between businesses and their ...

We all know that WeChat is an absolute must for companies with any type of presence in China. The problem is that the back office of the WeChat account is only available in Chinese. We have translated some of the pages of the interface to help you understand some of the basic functions of your WeChat official account.

1. Learn how to set up WeChat official account. 2. Change the language on WeChat official account. 3. Choose the right type of official account. WeChat Offic...

Creating a WeChat Official Account is free. To create a free account, go to WeChat Official Accounts Platform and complete the described - 9051. Browse Developers; ... account owner must have a legal business



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entity in China. Please ensure you have the required information ready - the information required for accounts certification includes:

How to register a WeChat Official Account from overseas. ... Including each dot, comma and differences in capital letters - Make sure the document is signed by the official legal representative of the company and the contact person for the account - Add a company stamp or chop if available.

But WeChat official account is available for both companies and individuals in China. Create WeChat official account. Step 1: Go to WeChat official account registration page. Here is the link to go to WeChat Official account registration page directly. Step 2: Change the language to English and click on "Register Now".

3. How to verify a WeChat Official Account. WeChat Official Account must be verified in order to unlock the following features: WeChat Pay; Release Mini Programs under the account; WeChat geo-location; The verification process can be done after the registration process. It's highly recommended to be a legit account. Method 1: WeChat Official ...

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