

Radio and Television Network WeChat Official Account Follow

How do I send a WeChat broadcast?

WeChat broadcasts can only be sent through the WeChat Official Account inbox. WeChat doesn't place limitations on the number of recipients per broadcast, but you'll need to get customers to follow you first before you can broadcast to them. With the WeChat Official Account platform, you can target users based on tag, gender or country.

What is a WeChat official account?

WeChat Official Accounts are the WeChat equivalent of a Facebook page: they are an interface a brand can use to: Most WeChat Official Accounts appear in the "Chat" section of WeChat. This is the section of WeChat which is most similar to WhatsApp /Messenger.

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 do I get a WeChat welcome message?

Additionally, from this page, you can download the QR code for your WeChat account. The welcome message is an automatic direct message sent by your WeChat official account to new followers upon their subscription.

How do I find a wechat account?

There are several ways WeChat users can find and follow WeChat official accounts. The most common way of acquiring new followers on WeChat is through WeChat Moments (the WeChat equivalent of the Facebook timeline). Upon clicking on your article, users can access your account page by clicking the name of your account at the top of the article. 2.

How many WeChat accounts can a person have?

Individuals can register up to two accounts, down from five, while organization users recorded a more drastic change from 50 to only five Official accounts. "Edit" feature for content posted on WeChat Official Account. This feature only allows each post to be edited once for up to five character changes.

What are Official Accounts in WeChat? 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 ...

WeChat (??) is not just a social media and messaging app, it's a way of life for millions of people in China. Boasting over 1.3 billion monthly active users, it's the ultimate platform for businesses to connect with their ...

Get a WeChat Official Service Account set up for you overseas business. Follow these four main steps and prepare a fee of 99USD. ... By requiring users follow the official account before using the mini program, mini programs can drive ...

In the first blog of this three-part series, we explored the different types of WeChat Official Accounts and the steps to setting one up. In this second part, we will discuss best practices for ...

stimuli, the user will choose follow this account or not (Fang& Lu, 2016). This paper focuses on the impact of the WeChat official account push on user information behavior, including the ...

WeChat QR codes can turn offline traffic, such as store foot traffic, into followers of your WeChat Official Account. They can also be utilized on websites or in emails to provide customers with a way to engage in a chat with ...

In this guide, we'll walk you through the essentials of managing a WeChat official account as an international business. This includes steps for signing up for an official account, effective account management strategies, ...

The WeChat Official Account (WCOA) is the most influential self-media platform in China, and the follower economy brought by the extension of self-media has profoundly ...

A WeChat official account is essentially a business or enterprise account that acts as your brand hub, bringing together your followers, blogs, videos, ads, mini programs, circles, and more, in one platform. It takes about 2 ...

Among the 104 best-performing accounts this year, 24% are media accounts. It's a strong indicator that the Chinese media is shifting focus from the traditional print TV and radio to WeChat. Media accounts have the ...

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This article will cover the differences between a WeChat Subscription Account and WeChat Service Account, how to create WeChat Official Account and the WeChat Official Account verification process.



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