

The WeChat public account of Kaodian

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.

Where are WeChat Official accounts located?

Most WeChat Official Accounts appear in the "Chat" section of WeChat. This is the section of WeChat which is most similar to WhatsApp / Messenger. Upon sending notifications, WeChat Official Accounts are brought to the top (we'll see nuances about this topic in the section regarding different types of accounts)

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.

What are the different types of WeChat Official accounts?

There exist several types of WeChat Official Accounts: WeChat Subscription accounts (): can send up to 1 push message per day to their followers and are grouped together in a dedicated folder appearing alongside your friends in the "chat" section of WeChat.

Can I open a wechat account with Chinese ID?

Yes- you can open an Official Account with Chinese ID only. However, Personal Official Account type can only register 'Subscription' Official Account. Do I need to register my trademark with WeChat? It is not mandatory but highly recommended to avoid organic search traffic hijacking. Detailed WeChat brand registration procedure [here](#).

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