

WeChat binds to the power grid public account

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 evaluate the operation of WeChat public number?

The official account can be used to evaluate the operation of WeChat public number from different angles. of headlines. The attention reflects the public number's attention through the fans' situation. The diligence reflects the effort the enterprise's official account through the quantity of articles published.

Why do enterprises launch WeChat official account?

The steady development of platform and the multidimensional transformation of functions attract various enterprises to launch WeChat official account, and play different roles in issuing official account information and directly interacting with customers according to their functional positioning.

Are WeChat Official accounts scientific?

Finally, the empirical study of the 12 official accounts of State Grid is made. The evaluation index system of WeChat official account includes 4 first level indicators and 15 two level indicators. This study proposes that the index system and data processing method are scientific.

Why is WeChat official account important?

Under current new media environment, WeChat official account has become an important topic in the management of enterprise publicity. Managers are concerned not only with current dissemination effect of the information released, but also on long-term operation capability of WeChat official account.

Why do businesses use WeChat?

Wechat has become a necessary tool for businesses to engage with the market. 768 million daily login, 35% increase from 2015, with 50% of users on the app for more than 90 minutes a day. Credit: Wechat Annual Report 2016 The Wechat product designed for businesses is called the Official Public Account.

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 ...

A bit more than three months ago, Sogou unveiled its new search function for WeChat public accounts. How does it work? What does it mean for us public account operators? Why? The integration of Sogou and WeChat

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The China Merchants Bank Official Account guides users to securely link their Weixin IDs to their credit card numbers through prompt messages. Users can use the Official Account to query ...

This paper takes the WeChat Public Account of Zhaotong city tourism as an example, combines the 4I principles of new media marketing, researches and analyzes the current situation of ...

1, create an open platform account and bind Official Account message template/Mini Program. 2. Will Official Account message template/Mini Program bound to the open platform account. 3. ...

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