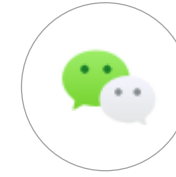




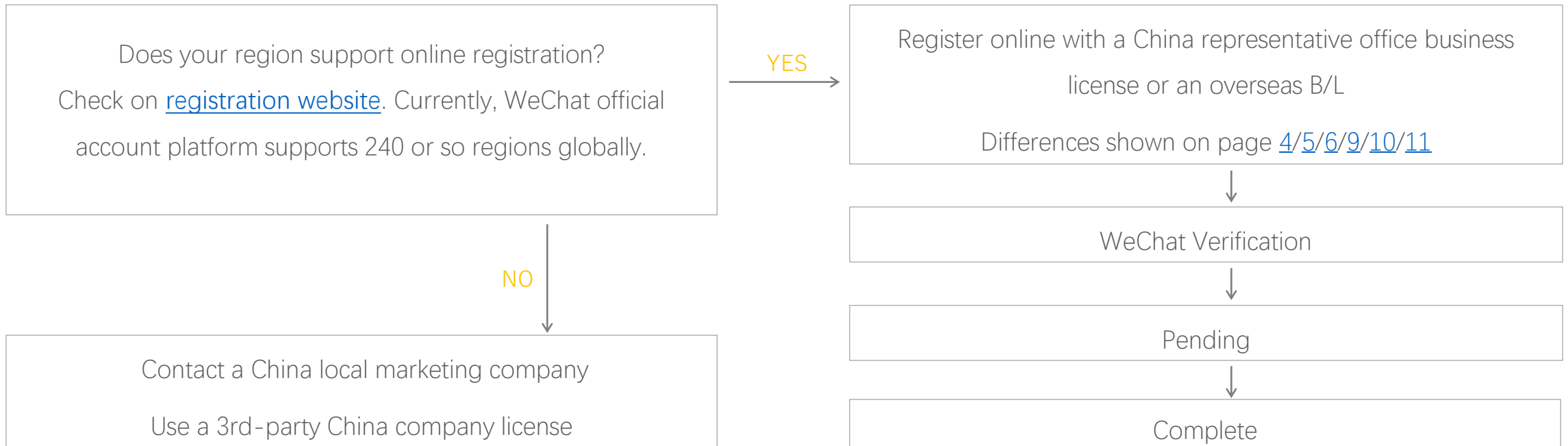
WeChat Official

Account Set-up Process And Required Materials

STRATEGY



WeChat Official Account



*Please note only accounts registered at <https://mp.weixin.qq.com> will be visible to China-based WeChat users.

*The WeChat Admin Platform (<https://admin.wechat.com>) is for international users and isolated from China Mainland. WeChat users in China are not able to follow accounts created there.

WeChat Official Account Set-up Process And Required Materials



Visit and register on the official website. <https://mp.weixin.qq.com/>

The screenshot shows the WeChat Official Accounts Platform website. At the top left is the WeChat logo and the text "WeChat Official Accounts Platform". To the right of the logo is a "Register now" button and a language selector set to "English". The main content area features a dark background with a space-themed image of planets and the text "Connecting your brand to a billion users". Overlaid on this is a white login form with the following elements:

- Log in** header
- Input field for "Email/WeChat ID/QQ number" with a person icon
- Input field for "Password" with a lock icon
- Remember me
- [找回帐号或密码](#) (Find account or password)
- Log in** button

To the right of the login form is a QR code with the text "Scan to follow WeChat Official Account Platform" below it.


WeChat Official Account Set-up Process And Required Materials



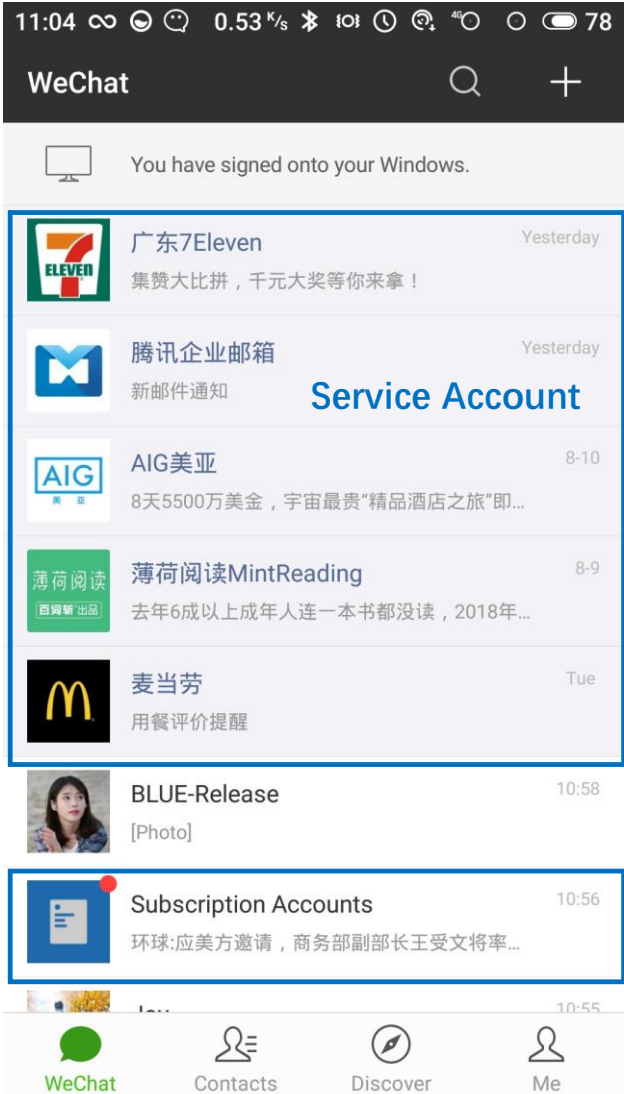
- Select an account type. [See the functions of different account type.](#)
- In Chinese Mainland, three types are available, but in overseas regions, only Service Account is available.

Select an account type. Once an account has been created, it's type cannot be subsequently changed.

<div data-bbox="631 511 1006 588"> <h3>Subscription Account</h3> </div> <p>Provides a new method of information dissemination for media and individuals; builds a better communication and management model for readers.</p> <p>Available to individuals and organizations</p> <hr/> <p>Broadcast messages 1 msg/day</p> <p>Where displayed Subscriptions list</p> <p>Basic message interface Yes</p> <p>Custom Menu Yes</p> <p>WeChat Pay No</p> <p>Learn more</p> <p>Select and continue ></p>	<div data-bbox="1105 511 1403 588"> <h3>Service Account</h3> </div> <p>Gives businesses and organizations powerful tools for offering online services and for managing users.</p> <p>Not available for individuals</p> <hr/> <p>Broadcast messages 4 msgs/day</p> <p>Where displayed Chat list</p> <p>Basic message interface, custom menu Yes</p> <p>Access to advanced APIs Yes</p> <p>WeChat Pay Requires approval</p> <p>Learn more</p> <p>Select and continue ></p>	<div data-bbox="1577 511 1939 616"> <h3>WeChat at Work</h3> <p>Formerly known as Enterprise Account</p> </div> <p>Helping businesses with internal communication and office efficiency</p> <hr/> <p>Identity verification required by employees. Upper limit on number of employees.</p> <hr/> <p>Broadcast messages Unlimited</p> <p>Where displayed Chat list</p> <p>Basic message interface, custom menu Yes</p> <p>Access to advanced APIs Yes</p> <p>Learn more</p> <p>Select and continue ></p>
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 Functional difference		
Type	Subscription Account	Service Account
Broadcast messages	1 msg/day	4 msg/day
Account icon is shown on	A Folder	Chat list
Basic message interface	✓	✓
Custom Menus	✓	✓
Access to advanced APIs	-	✓
WeChat Pay	✗	✓

WeChat Official Account Set-up Process And Required Materials





Materials needed for registration

1. Email address
2. Company name
3. Company registration number/Business license number
4. Admin's ID card/passport/driver's license, mobile phone number



Apply for WeChat Verification after fill in your Official Account Info.

1. After the authentication is successful, the account function can be used normally.
2. During the verification, the WeChat account cannot be searched.
3. You should complete within 30 days.

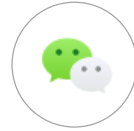
Benefits

Account...  金拱门(中国)有限公司

1. After WeChat authentication, a richer advanced interface is obtained to provide users with more valuable personalized services.
2. The user will see the unique logo of WeChat authentication on WeChat.



- Fill in Info.
 - In Chinese Mainland, Administrator of the account has to scan QR code to conduct this step and administrator need to scan QR code with WeChat to verify.
1. Company registration address
 2. Company office address
 3. Office phone
 4. Company Bank Account
 5. Legal representative name
 6. Contact person landline



Upload Information

(The process supports .jpg, .jpeg, .bmp, .gif, and .png format photos with a size less than 5M.)

1. Business License
2. Official application letter (download [Apply for official verification letter](#))
3. Operator mobile phone statement
4. Contact person ID (front): person's ID card (front), passport, or driver's license with the contact person's name. **Not required in Chinese Mainland**
5. Contact person ID (back)
6. Company office telephone statement (Optional) (The content of the statement include the name of the mobile phone user, phone number, and payment records from the last three months.)
7. Other certification material (Optional)



- Confirm Account Info (Company name with trademark: Trademark registration certificate/trademark authorization is required.)
- Pay verification fee: \$99

Overseas Region

请用以下对公账户付款99.00美元，否则审核流程将包含对公账户付款验证，耗时约5个工作日。银行卡转账注意事项

银行卡号	Bank Account Number
开户银行	Opening Bank
开户人	Bank Account Name
金额	99.00美元 \$99

Please use your bank account to pay \$99, otherwise the process will include verification of account, which takes about 5 work days.

微信团队对公账号信息

收方账号	755901658232501 复制	Beneficiary Account
	(付款时请将该15位数字作为收款账号。请勿向其他收款账号付款，请勿将多笔认证费用转入同一个银行账户，否则会导致无法认证。)	
公司名	深圳市腾讯计算机系统有限公司	
Account Name	ShenZhen Tencent Computer Systems Ltd.	
开户银行	招商银行深圳威盛大厦支行	
Beneficiary's Bank	China Merchants Bank, H. O. Shenzhen	
SWIFT CODE	CMBCCNBSXXX	
备注信息	gh_ (如银行无法输入备注信息，可省略不填写)	
联系客服	腾讯公司	

China Mainland

Make the payment for 300 RMB with your WeChat payment account. During the verify process, small-amount remittance verification for the company bank/legal representative account is required. It takes 1-5 work days to complete the account verify.



Materials needed for registration

1. Pending and Complete
2. After receiving the payment, Tencent will assign a third-party audit company to verify the info.



Tips

1. After receiving the payment, Tencent will inform the corresponding audit company name and contact information in the interface;
2. If there is any problem during pending, the audit company will contact the operator actively.
3. Time: 1-3 work days

Thanks!



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More Than Traffic