

Radio and Television Network WeChat Business Hall

Is WeChat a playbook for multinational companies?

In WeChat you can locate, order and pay for your meal simultaneously without any verbal communication. Given these trends, China is a different playbook for multinational companies. Operating in China is sometimes referred to by multinational companies as investing in China for the world.

Is WeChat the new 'Invisible Network' for multinational companies?

Fast forward to a day in the life in 2020 and streets are bustling with a new kind of invisible network, all through WeChat. In WeChat you can locate, order and pay for your meal simultaneously without any verbal communication. Given these trends, China is a different playbook for multinational companies.

Is WeChat right for your business?

WeChat isn't just a communication tool. It's an essential gateway to China's bustling consumer landscape. But to unlock its full potential, businesses need a well-tailored strategy. This isn't a one-size-fits-all platform.

How does WeChat work in China?

In China, this journey often simply begins and ends with WeChat. With more than 1 billion active users, WeChat isn't just a social media platform; it's a comprehensive ecosystem that brings communication, commerce, and community under one virtual roof.

How has WeChat changed business communication in China?

In the West, email and corporate websites serve as the bedrock of business communication. However, WeChat has revolutionized how businesses communicate with their consumer base in China. The platform is more than just an alternative; it's often the first and only point of contact between brands and customers.

What is WeChat & how does it work?

WeChat offers more than just basic social networking features. With functionalities like Moments (which we'll talk about a bit more later), businesses can engage target audiences through a variety of content types, from articles and videos to promotions and news.

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WeChat serves as China's operating system. Tencent's creation has revolutionized how people communicate and do business by providing a single platform for texting, social networking, and mobile payment. The ...

WeChat had 1.2 billion monthly active users in the first quarter of 2020 and 619.6 million average daily active users in September 2018. There were 400 million daily active users of WeChat ...

On January 6, the 2022 National Radio and television work conference was held. At the meeting, Yang Shuo, Secretary of the Party group and director of the Beijing Municipal Bureau of radio ...



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