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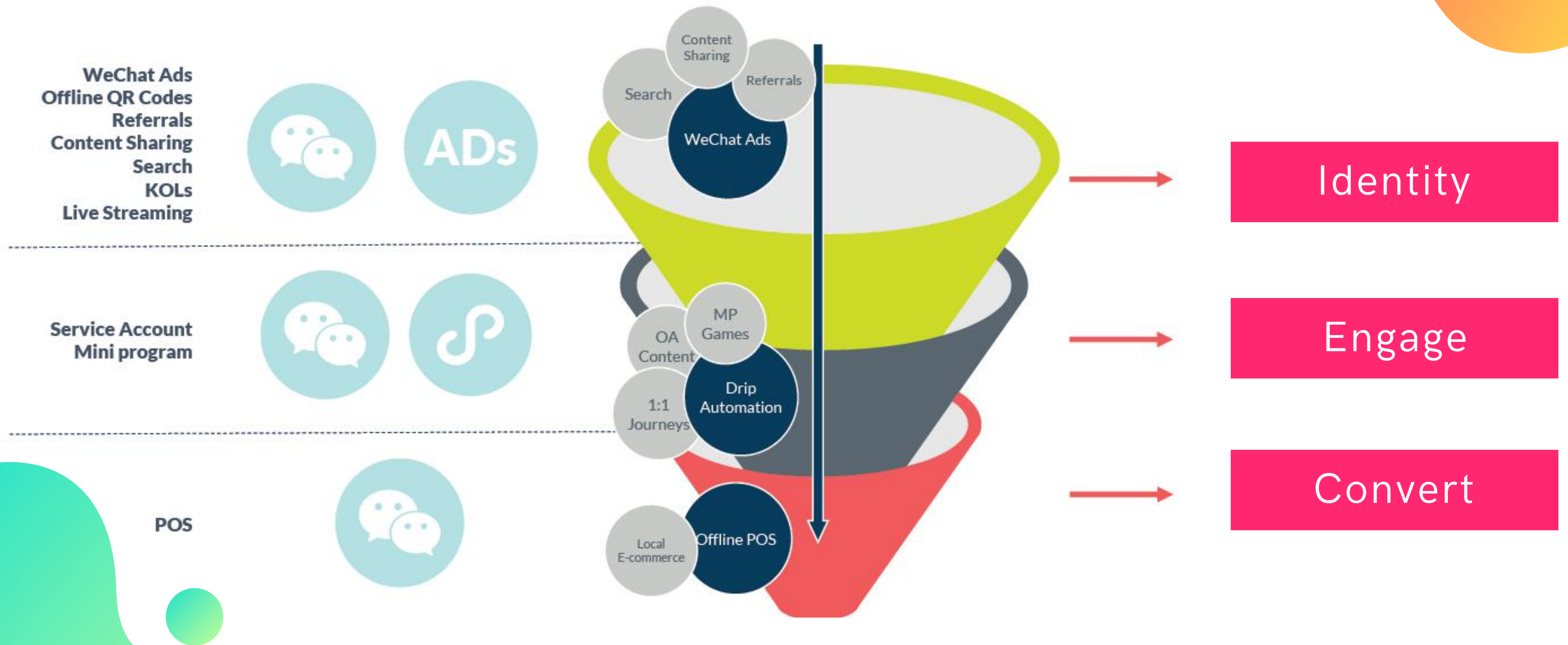
WECHAT OFFICIAL BRAND ACCOUNT TOUCHPOINTS

**5 INITIAL CONSUMER  
TOUCH-POINTS OF  
WECHAT BRAND  
ACCOUNT**

WeChat User Report | September 2020

# 2020 WECHAT TOUCH- POTINGS

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# 5 Core Initial Touch-points on WeChat

Search & Acquisition

First 48 Hours

Service Account Menu Bar

Customer Service

E-Commerce

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# WECHAT SEARCH

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## KPI: Acquisition

Optimize how a brand is found via WeChat search and set up a Brand Zone to showcase all 1st party content.





# 48-HOUR JOURNEYS

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## **KPI: Bindings, Conversions, Follow- Rate**

Create personalized 1:1 journeys based on the follower's status, CRM binding, transactions and entry into the account. Drive action such as grabbing a coupon, signing up for a loyalty program, binding PII, or making a sale.

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# THE MENU BAR

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## **KPI: Engagement Rate, Bindings, Repeat Visits**

Design a menu bar that is focused on increased click throughs and repeat visits for the consumer. Create custom menus for different user segments to increase engagement and conversion.

# CUSTOMER SERVICE

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## KPI: Engagement Rate, Bindings, Repeat Visits

Setup and deploy autoresponders to answer FAQs and help consumers navigate the account. Offer a GPS store finder and a customer service mini program with a combination of live and chatbot support.

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# E-COMMERCE

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## **KPI: Conversions, Purchase**

Setup and deploy e-commerce mini program integrated with Official Account and loyalty program. Offer WeChat pay and in-store pickup.





# FIND OUT WHAT OPTIMISATIONS WE CAN DO FOR YOUR BRAND'S WECHAT ACCOUNT



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