

How does WeChat work in China?

WeChat, a messaging app in China, has revolutionized communication by integrating QR codes into its platform. This integration showcases how smartphones are effectively used in China, with WeChat leading the way. QR codes on WeChat serve multiple purposes beyond messaging. Each user has a unique QR code that can be scanned for various activities.

Why do we use QR codes in WeChat?

From a marketing perspective, QR codes are a convenient way to drive traffic from offline to online, redirect users when online, and complete transactions more quickly. WeChat, a messaging app in China, has revolutionized communication by integrating QR codes into its platform.

Can I use WeChat's built-in QR codes to collect payments?

But you can't use WeChat's built-in QR Codes to do things like collect payments outside of WeChat or direct users to your website. For that, you'll need to create your own custom QR Codes using a third-party QR Code generator. Fortunately, there are plenty of free or low-cost QR Code generators you can use to create WeChat QR Codes.

How do I customize a WeChat QR code?

If you're using a personal account, you can customize QR code images on the WeChat web app through these steps: Select the option "Change Style" as many times as you want until you find a design that you want for your WeChat QR code. Keep in mind that this option does not include adding a personal icon or logo.

How do I scan a QR code on WeChat?

To scan a QR code on WeChat, you must tap on the "Discover" tab at the bottom of the home screen. From there, select "Scan" from the menu. Then, point your phone's camera lens at the QR Code.

Why are QR codes important in China?

In a market as digitalized as China, QR codes play an important part in strengthening the connection between brands and their target audiences. Out of all the local social media apps, the WeChat QR code scanner is the most widely used by Chinese consumers.

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WeChat QR Code key features. WeChat QR Codes work on both Android and iOS devices. While they aren't quite as flexible or functional as general-purpose QR Codes, these Static Codes do offer several key features ...

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