

symtioblog.com provides the information retailers need to understand our platform, engage customers and grow in the digital marketplace.



Knowledge

At the core of symtioblog.com lies a wealth of information, from sales to nuts-and-bolts details about digital media.

In the Training section, we provide a handy primer on the Symtio platform. A simple slideshow presentation walks visitors through:

- The basics of eBooks and digital audiobooks
- Popular devices and file formats
- Product card design
- Sales tips
- Checkout and card activation
- The download process

Retailers can even test their knowledge, or their employees, with a quick 20-question quiz.

However, retailers may not be able to answer more complex questions about devices, file transfers and other technical issues. With just a few clicks, they'll find easy-to-follow support documentation for most questions in our extensive Knowledge Base.

Tools

Digital media in brick-and-mortar stores is a fairly new concept, and many customers still don't know it's there. A little promotion fuels a lot of demand.

At symtioblog.com, we offer a variety of display options to showcase digital products in sizes and designs suited to any store. And retailers can choose from ad slicks and in-store collateral that make merchandising and marketing easy.



Communication

Tastes and trends change over time, so retailers need to know what's coming around the bend. Through blog posts, newsletters and email updates, symtioblog.com relays the latest information on products and services, bestselling titles, industry news and more.

And because every partnership is a dialogue, we want to hear from retailers, too. Whether commenting on the blog, voting in a poll or joining us on Facebook and Twitter, they have a forum to communicate their feedback and concerns.

