



## Successful Storefronts

Drive sales by defining promotional categories. You can, if you want, define a Christmas song category available only from November to January at a special price. Or if there's a famous artist in town, create a promotional category with one unique discounted price for each tone.

You can also sell [content channels](#) or [content subscriptions](#) for which you charge monthly fees. You can promote sales by having ranked categories such as "most sold" or "most played." If your subscribers do not find what they are looking for, you can offer to tell them when it becomes available.

You can have many storefronts or you can allow other [resellers'](#) storefronts to interact with your system, including storefronts offering ring tones, games, wallpapers, etc. and benefit from cross selling opportunities.

[Contact us](#) and learn more on how to implement storefronts that sell.