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# **Use Novelty Usb Flash Drive To Gain Your Customer's Attention To Your Business**

For [promotional USB flash drives](#) that are being given away to people outside of your business, sometimes the more interesting shapes are more appropriate than the simple, standard shapes. By giving away a usb drive that is in a certain feature shape, you can also be saying something about your company. Practical shapes and fun shapes immediately hold the audiences' focus and informs them something about you.

Organisations on the hunt for an extremely practical usb flash drive can do far worse than looking at the credit card sized and shaped usb flash drives. These compact shaped and sized usb drives come with a fold out USB connection and are suitable for carrying in card holder wallets. For people wanting to be viewed as working in the high tech end of their market, or those wanting to give out an extremely useful usb flash drive, then these could be just what you must be using.

For those wanting to offer a tool that looks elegant and stylish, then there are ranges of leather bound usb flash drives. With these the actual flash drives aren't leather, but they are enclosed in a protective leather case. Another type of elegant usb drive are the pen shaped flash drives. Looking exactly like high end pens, these usually pull into two sections, the upper end being the actual usb flash drive whilst the lower end forms the protective cover over the USB connection. These will gain your recipients' attention and no doubt they will be using them as novelty items offooling their friends for a long time to come.

Lastly, for those looking for a more light hearted association, there are a good range of novelty shaped usb flash drives that can be imprinted or engraved with your Alternatives available include footballs, cars, hearts and football boots to name but a few. Whatever your company's outlook on business, there should be a usb flash drive for you.

Why should you use a [promotional flash drive](#) as part of your marketing activities? What benefits are you expecting to gain from such a campaign? What exposure can they give to your company and brand?

For a start, your customers are carrying around with a very useful item imprinted with your brand name on it. For activities that are completed as joint ventures, you can even have two logos printed onto the flash drives - one on the front and another on the back. This sort of service does really reinforce you as a friendly, helping organisation and if you are a technical business, it's really great to associate your brand or company's name with a modern, high tech tool that many people will use.

Students, consultants and many others will be able to carry around with them their vital files wherever they are. There's no need for huge disk packs, one small USB drive can store many files, with some having the capacity of several CDs. They are also quick and easy to write to, unlike CDs. You just plug them into the computer and read from them as you would a hard drive. This makes them brilliant for copying files between computers or just having those essential files, reports or whatever to hand whenever and wherever you need them.

If you use USB drives to hand out conference slides and agenda, those with their laptops to hand can access the slides straight away and copy them to their machines. They can then add their notes to these files as and when they wish. When it's their turn to hold a presentation, they can also take backups of their slides on the USB flash drive - and never need to be stuck again when the machine with the well prepared slides fails to load up after being knocked in transit.

There's loads of uses of these wonderful little USB drives - get yours on the scene before everyone else does.

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