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Custom USB Drives: Integrating Them Successfully in Your Marketing Campaign

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Article published on April 4th 2012 | Computer

The introduction of USB drives made file storage and transportation easier and more convenient than ever. If in the past lugging around countless floppy disks and bulky hard drives was the only option to store and carry files around, USB drives has not made it only more comfortable, but also easier, more secure and cost-effective because these compact storage units are thinner than a stick of chewing gum and can be connected to laptops, PCs, tablets, etc.

But aside from being highly versatile and very efficient storage devices, custom USB drives have another great feature, accounting for their ever-growing popularity: they are very efficient marketing tools used extensively by businesses of all profiles, entrepreneurs, local companies and global brands in their quest of enhancing the visibility and awareness for the products and services they provide.

Custom USB Drives- What Can They Do for Your Business?

First of all, custom USB drives come in a variety of colors, designs, shapes, logos and sizes, and the final decision is entirely up to the marketer, whose aim is to reflect the companyâ€™s beliefs, reputation and profile the best way possible. This practical and handy device is very popular among computer users nowadays and very appreciated thanks to the convenience and comfort it provides.

Because of this itemâ€™s high potential, companies and businesses prefer to hand out custom USB drives to support the launch or release of new products or services, or to pre-load them with adverts, links, press releases and media files and offer them during conferences, seminars and other such professional meetings.

Custom USB Drives- A Few Pointers

A tool is efficient only if it is used correctly, and the same goes for USB drives- no matter how appealing they look, what sleek design and promotional message they display, if you donâ€™t use them correctly, the chances of winning new customers and increasing your sales are slim.

â€¢ Occasion. Having USB drives custom designed for a particular event is an excellent ice-breaker and a wonderful way to make journalists more enthusiastic and confident of your products. The shape, design and promotional message should, thus, coincide with the event youâ€™re organizing.

â€¢ Size, shape and design. For a large mass distribution, 2 to 4 GB is enough and will also be cheaper. The shape and design should fit the event youâ€™re planning- for example, for a product launch you can design the USB drives to match the shape and design of the product- this will also act as a reminder of the launch too.

â€¢ Target. If you plan to hand out custom USB drives at a product launch or business seminar, make sure you know the exact number of attendants, to avoid embarrassing situations caused by a shortage in your gift supply. Ordering them ahead of time will save you the trouble and also a lot of money for bulk orders.

â€¢ Gift items delivery. You can either hand them personally or have a delivery company do it. Either way, the participants will highly appreciate your thoughtful gift.

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Article Keywords:
Custom USB, Custom USB Drives

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