

File Created by [Blogging Rebirth](#) WP Plugin

# **Why USB Flash Drives Are So Clever, And For More Than Data.**

Why flash drives are so vital, and not just for data.

USB flash drives are becoming ever more popular and are falling in cost quickly, whilst at the same time their storage capacity is growing. Many sites selling them don't list prices as they are changing, for the better, daily. These handy little devices that 5 years ago were the preserve of the technically minded are now appearing all over the place and used by many different people, from technical support, to your average computer user. But what is it that makes these tidy devices such a useful marketing instrument?

Firstly, they are a useful tool that many people would otherwise be buying for themselves. If a tool is something that your customers would otherwise be purchasing for themselves, then it's going to be a useful promotional gift as when you give them a free one, they are sure to keep them and use them often. Your recipients will be able to carry around with them all of their vital data, by simply attaching their

<http://www.promotionalgiftsitems.co.uk/USB-Drives.php> target=\_blank logo USB flash drive/a that you have given them to their key ring and carrying it around in their bag or pocket.

If you are arranging a conference, a user group meeting or other get together and want to ensure that the attendees leave with all of your important points, then write your slides to a USB flash drive and give every attendee a USB flash drive as they are leaving. They will then take home their USB flash drive and be able to review the contents of the slides. If you have guest speakers attending, then they can be charged a suitable fee for adding their notes to the USB flash drive. Other promotional materials can also be added and the USB flash drive can even be made to autorun. This means that the contents of the USB drive will be shown automatically on the computer screen, without the user having to open files.

It is more than just data that can be stored on a <http://www.promotionalgiftsitems.co.uk/USB-Drives.php> target=\_blank promotional USB drive/a. It is also simple to download onto your USB drive a variety of software, which can run directly from the USB drive without the need to be installed onto the machine you are using. Not only does this increase the range of the tool, it also means that it in itself becomes a further tool for your company representatives that are out on the road. Many of your sales staff and other company representatives can carry in the bags the software tools and manuals they use in a regular basis attached to their key ring.

There are various websites that you can visit to download and install different applications such as a web browser, email software, office suite and even personal organiser software. Tools such as antivirus software can also be installed, useful for technical support staff who might need to visit a machine and scan it for viruses. Other tools such as PDF readers, instant messengers, backup utilities and password managers are also available.

What's the benefit of installing them onto a USB drive? Well, the utility can run directly from the USB flash drive and as such, it does not need first installing onto the machine that your representative has just turned up to. Your workforce can arrive at the machine they need to use and start working immediately, without having to install software before they start.

By emblazoning the USB flash drive with your logo, it is a clear reminder of your business and associates you with high tech performance. You are being viewed as using high performance tools and saving time by using them well. Not only does this increase your work forces productivity, it is also making you look good. It is a small cost for the benefits returned.

You can also find this article published on [single file page on filorama.com](http://single-file-page-on-filorama.com)