

The CSW ADVANTAGE

BUSINESS SOLUTIONS

PROMOTIONAL SOLUTIONS

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USB Drives to Promote Your Company

Why would your customers appreciate a branded USB drive? Because in today's computer world a USB drive gives the power and performance needed to transfer and store all types of files from data, pictures, and music with ease. Branded USB drives are an excellent tool for clients and a terrific advertising specialty item to promote your company.

USB drives offer a method for providing sales and educational material to B2B clients or retail customers. Check your computer bag, briefcase, purse or desk drawer and likely you will find a USB drive you use regularly. Today's computer oriented clientele are becoming more adapted to non-print methods of information which makes **branded preloaded USB drives a perfect promotional item solution for two reasons.**

1. Preloaded material, whether sales specific or educational in nature, provides your company's consistent message each time the drive is used.
2. Your company provides a solution to a need. Prospects use your branded USB drive for their own document storage and to transfer files from one computer to another.

Businesses have many USB drive style options available from swivel, bracelet, slim to custom design to promote your brand. Check out CSW's Logo Mall on our Promotional Solutions page (www.cswcorp.com) and search USB drives then call for discounted pricing on your favorite.

Stand out at tradeshow, conferences and meetings. Companies providing catalogs "go green" by preloading USB drives with catalog information and significantly reduce the costs associated with printing and postage. Besides, a USB flash drive fits more easily in a pocket than bulky print material and is more likely to make the trip back to your customer's place of business.

What is data preloading?

Data pre-loading is a process of copying files into a USB flash drive. The most common preloads are PDF brochures or catalogs, movie clips (commercials or training videos), PowerPoint presentations and Word documents. Use your imagination to catch your prospects attention.

Marketplace changes are taking place which encourage companies to provide an educational element to their promotions. One example is The Advanced Medical Technology Association (**AdvaMed**), the largest medical technology association, has followed on the heels of Pharmaceutical Research and Manufacturers of America (**PhRMA**). Both organizations now recommend limited use of promotional products without an educational purpose. Additionally, the **Physician Payments Sunshine Act of 2009**, if passed, may create more obstacles for companies in the health care industry to provide promotional items.

Be positive and proactive about the issue. Education may be your most effective sales tool. Branded USB Flash Drives solve the question of how to provide educational information and an appreciated promotional item at a reasonable price.

The health care market isn't the only industry to benefit from USB drives as a promotional vehicle. Any company evaluating cost saving measures with print material can profit. Yes, the full color brochures look great but what happens when your customer slips it into a desk drawer or worse the trash can. With a preloaded USB flash drive prospects carry your "full color brochure," a sales quote and contact information at all times.

Do employees transfer sensitive information from one computer to another? Consider an encrypted password protected USB drive. Ironclad Security Drives offer an innovative approach to build branding with USB flash drives that are secure and platform independent. They represent an indispensable tool for road warriors and other mobile professionals that combine ease-of-use and total security.

How do you brand your company? Where does a prospect or client see your company logo? What upcoming event does your company plan to attend? Do you recruit at a college campus? **Branded USB flash drives stand out and make a positive statement about your company.**