Marketing tactics, and how to avoid them

By: Natalie Nimri

Good day. My name is Natalie and my article is about different tactics companies and businesses use to convince you to buy their products. A marketing tactic is a specific strategy companies use to convince you to purchase or contribute to their business in some way. Now let’s dive in.

There are a lot of ways businesses can get you to buy their products. But with technology and AI on the rise it should be no surprise that one of the most popular ways to do it is with social media. According to sprout social media marketing statistics for 2024, Facebook is the most used tool worldwide by 89%. A lot of small business have created accounts on YouTube, TikTok and twitter just to name a few. AI monitors your behavior on said platforms and, by liking, following and subscribing you have just become more vulnerable to these traps. Based on the information AI has taken in, they will give you more videos that are similar to what you liked, followed or subscribed to. Businesses pay platforms to have their adds placed in certain videos. And the more you see the adds the more you want to buy the product which could just leave the company’s predictions right, yet again.

Now out of the virtual world and into reality. Simple things you may not have given a second thought to are there for a very specific reason. Things like a mannequin modeling a dress or displaying adds with bright happy colors. Some brands aren’t what they seem. A lot of food brands don’t pass qualification to call themselves what you think they are. According to ingredient inspector.org December 2023, blue bunny ice cream doesn’t use enough cream in their products to call themselves ice cream. Instead, they call themselves a frozen dairy dessert. Don’t believe me? You can go to a grocery store and test it out for yourself.

Companies don’t just fool your eyes. Ever walk into your favorite clothing store and hear that calming piano music? Or maybe board a bus and the scent of freshly baked goods wafts up your nose? Again, you are part of the target audience. Many food businesses will pay stores and busses to distribute a certain scent that makes the consumer (you) hungry. You walk out of the bus feeling “hungry” and wow is that a pretzel shop, how convenient. According to bettermarketing.com, a 2012 experiment conducted by Dunkin donuts proved that spraying a coffee scent into busses while their ad aired on the radio made people more likely to buy Dunkin coffee. Coffee sales in locations near bus stops went up 29%. Smell, taste, sound, sight, they all go hand ‘n hand.

Companies take advantage of your senses. Businesses are taking social media as their sidekick and fool you with the fine print. Don’t be tricked! Next time you go shopping, online, and reality alike don’t be trapped. My name is Natalie and I hoped you learned something new today.