



University of Idaho
Library

Exploring the Information Landscape: **Recognizing Common Advertising Tactics**

Jylisa Kenyon
Social Sciences Librarian
jylisadoney@uidaho.edu



Where do you encounter ads?

Who creates the ads you see?

**How can you tell if a
social media post is an ad /
an endorsement?**

What is often the goal of these ads?

**Have you seen social media
posts that seemed like ads,
but you weren't sure?**

Common marketing and advertising strategies

- Market segmentation
 - “...the organization of various types of audiences...[to] create more relevant ad campaigns ([Amazon – Market Segmentation Guide, n.d.](#))
 - Demographic
 - Psychographic
 - Geographic
 - Behavioral

Demographic segmentation

- Considers characteristics “such as age, gender, nationality, occupation, family size, or education level” ([Amazon – Market Segmentation Guide, n.d.](#))

Geographic segmentation

- Considers characteristics such as “physical locations...[as well as] climates or cultural preferences” ([Amazon – Market Segmentation Guide, n.d.](#))

Psychographic segmentation

- Considers “the needs or wants of your customers” ([Amazon – Market Segmentation Guide, n.d.](#))

Behavioral segmentation

- Considers “their shopping behaviors...[which can include] prior purchases, brand loyalty, or purchase patterns” ([Amazon – Market Segmentation Guide, n.d.](#))

Activity 1

Scan the QR code, select one sample advertisement, and answer the following questions”

- What is being advertised?
- Is the advertisement an endorsement?
- What type of market segmentation do you think is being used?

URL: <https://tinyurl.com/ETIL-Ads>



Modes of persuasion

- Ethos “is an appeal to the authority or credibility of the presenter” ([Wikipedia, 2023](#))
- Pathos “is an appeal to the audience's emotions” ([Wikipedia, 2023](#))
- Logos “is logical appeal or the simulation of it” ([Wikipedia, 2023](#))
- Kairos “is an appeal to the timeliness or context in which a presentation is publicized” ([Wikipedia, 2023](#))

Common advertising tactics ([FTC, 2013](#))

- Association
- Call to action
- Claim
- Emotional appeals (Indeed Editorial Team, 2022)
- Games/activities
- Humor
- Hype
- Must-have
- Fear
- Prizes, gifts, sweepstakes
- Repetition
- Sales and price
- Sense appeal
- Special ingredients
- Testimonials / endorsements

Activity 2

Look back at the same ad from the earlier activity and answer the following questions:

- What is the goal of this ad?
- What modes of persuasion are being used?
- What advertising tactics are being used?
- Does the ad use any tactics not included in the FTC list?
- Do you think the ad is effective?

Savvy consumers...

- Evaluate claims made in ads or shared via endorsements
- Keep an eye out for product placements
- Recognize that if it seems like an ad, it probably is