

SONOS MARKETING CAMPAIGN STRATEGY 2024

EXECUTIVE SUMMARY

2024 marketing strategy focuses on premium positioning, product innovation storytelling, and omnichannel customer acquisition.

ANNUAL THEMES

Q1: Sound Upgrade Season (New Year, Tax Refunds)

Q2: Home Theater & Gift Giving (Mother's/Father's Day)

Q3: Product Launches & Summer (Move 2, Era 300)

Q4: Holiday Season & Black Friday/Cyber Monday

KEY CAMPAIGNS

1. ARC UPGRADE PROMO (Q3 2025)

Objective: Drive Arc premium soundbar sales

Target: Existing Sonos owners, home theater enthusiasts

Channels: Paid Search, YouTube, Email

Budget: \$1.2M

KPI: 5,000 Arc units, 15% conversion rate

2. BEAM BACK-TO-SCHOOL (Q3)

Objective: Position Beam as perfect dorm/apartment solution

Target: College students, young professionals, parents

Channels: Social Media, Display Ads, Campus Partnerships

Budget: \$450K

KPI: 3,500 Beam units, 8% new customer rate

3. MOVE 2 SUMMER LAUNCH (Q2-Q3)

Objective: Launch Move 2 as premium portable speaker

Target: Outdoor enthusiasts, premium audio fans

Channels: YouTube, Influencer Marketing, Retail

Budget: \$850K

KPI: 4,000 Move 2 units, build awareness to 25%

4. ROAM HOLIDAY BUNDLE (Q4)

Objective: Drive Roam sales as holiday gift

Target: Gift givers, existing customers adding devices

Channels: Email, Retail eCom, Affiliates

Budget: \$650K

KPI: 6,500 Roam units, average order value \$220

5. ERA 300 SPATIAL SHOWCASE (Q2)

Objective: Demonstrate spatial audio capabilities

Target: Early adopters, Apple Music subscribers

Channels: YouTube, Paid Search, Content Marketing

Budget: \$720K

KPI: 2,800 Era 300 units, engagement rate 12%

CHANNEL STRATEGY

Paid Search (35% of budget)

- Google Search for high-intent keywords
- Shopping campaigns for product discovery
- Retargeting for cart abandoners

YouTube (25% of budget)

- Product demo videos
- Influencer partnerships
- Pre-roll on music/lifestyle content

Retail eCom (15% of budget)

- Amazon A+ content
- Best Buy sponsored products
- Apple.com featured placement

Email (10% of budget)

- Lifecycle nurture programs

- Product launch announcements

- Seasonal promotions

Social Media (10% of budget)

- Instagram for lifestyle content

- Facebook for retargeting

- TikTok for Gen Z awareness

Affiliates (5% of budget)

- Review sites (CNET, Wirecutter)

- Cashback programs

- Referral program

MEASUREMENT & OPTIMIZATION

- Weekly campaign performance reviews

- Monthly marketing mix modeling

- A/B testing all creative and landing pages

- Attribution modeling across channels

2024 BUDGET ALLOCATION

Total Marketing Budget: \$12.5M

- Performance Marketing: \$6.8M (54%)

- Brand Marketing: \$3.2M (26%)

- Content & Creative: \$1.8M (14%)

- Market Research: \$0.7M (6%)

GOALS

Revenue Influence: \$85M

Marketing ROI: 6.8:1

Customer Acquisition Cost: \$125

New Customer Rate: 35%

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