

SONOS 2025 MARKETING PLAN

VISION

Establish Sonos as the definitive premium audio brand for the connected home.

2025 OBJECTIVES

1. Revenue: \$145M marketing-influenced revenue (+25% YoY)
2. Awareness: 45% unaided brand awareness in key markets (+10 pts)
3. Acquisition: 185K new customers (+18% YoY)
4. Retention: 72% annual customer retention (+4 pts)
5. NPS: 70+ Net Promoter Score

STRATEGIC PRIORITIES

1. PRODUCT LAUNCH EXCELLENCE

- Era 100 Value Campaign (Q1)
- Potential new product category (Q2-Q3)
- Holiday feature updates and bundles (Q4)

2. PREMIUM POSITIONING

- Emphasize sound quality, design, sustainability
- Partner with premium lifestyle brands
- Exclusive retail partnerships (Apple, high-end AV dealers)

3. ECOSYSTEM GROWTH

- Multi-room messaging: "Start with one, build your system"
- Trade-up programs for existing customers
- Referral incentives for household expansion

4. SPATIAL AUDIO LEADERSHIP

- Era 300 as flagship spatial product
- Apple Music Spatial Audio integration
- Dolby Atmos content partnerships

5. SUSTAINABILITY MESSAGING

- Product longevity and upgrade programs
- Recycling and trade-in initiatives
- Carbon neutral shipping by 2025

CAMPAIGN CALENDAR

Q1 2025: SOUND UPGRADE SEASON

- New Year, New Sound campaign
- Era 100 Value promotion
- Tax refund season targeting
- Channels: Paid Search, Email, YouTube

Q2 2025: HOME THEATER & GIFTS

- Mother's Day bundle promotions
- Father's Day tech gifts
- Arc + Sub theater package
- Channels: Social, Retail eCom, Affiliates

Q3 2025: PRODUCT INNOVATION

- Arc Upgrade Promo (flagship campaign)
- Spatial audio showcase
- Summer portable speaker push
- Channels: YouTube, Paid Search, Influencer

Q4 2025: HOLIDAY SEASON

- Black Friday/Cyber Monday mega sale
- Holiday Gift Guide partnerships
- Bundle promotions and gift sets
- Channels: Omnichannel blitz

CHANNEL INVESTMENTS

Paid Search: \$4.2M (32%)

- Increase branded protection

- Expand shopping campaigns

- Test Performance Max

YouTube: \$3.5M (27%)

- Creator partnerships

- Product demo content

- Music artist collaborations

Retail eCom: \$2.1M (16%)

- Amazon Prime Day exclusive

- Best Buy partnership expansion

- Apple Store featured placement

Social Media: \$1.8M (14%)

- Instagram Reels and Stories

- TikTok Shop integration

- User-generated content programs

Email: \$0.9M (7%)

- Lifecycle automation

- Personalization engine

- Win-back campaigns

Other: \$0.5M (4%)

- Affiliates, Podcast, Display, PR

MEASUREMENT FRAMEWORK

Attribution Model: Data-driven multi-touch

Key Metrics:

- Marketing ROI (target 7.5:1)

- CAC by channel

- LTV:CAC ratio (target 4:1)

- New vs. returning customer mix

- Average order value

- Product attach rate

Reporting Cadence:

- Daily: Campaign performance dashboards

- Weekly: Channel optimization reviews

- Monthly: Executive business reviews

- Quarterly: Strategic planning and forecasting

TEAM & RESOURCES

Marketing team expansion: 55 → 62 employees

New roles:

- Growth Marketing Manager

- TikTok/Social Commerce Specialist

- Marketing Data Scientist

Technology investments:

- Customer Data Platform (CDP)

- Marketing Mix Modeling tool

- Creative production efficiency tools

BUDGET

Total 2025 Marketing Budget: \$13.8M (+10% vs 2024)

- Performance Marketing: \$7.5M

- Brand Marketing: \$3.8M

- Content & Creative: \$1.9M

- Technology & Tools: \$0.6M

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