

NOVEMBER – DECEMBER 2025 CONTENT PLANNING DOCUMENT

Account Main Topic: Home design and decor

Account Subtopics:

- Budget
- Educational Motivation
- Moodboard Promo
- Lifestyle & Home Tips

| | Hot Takes | Common Mistakes | Aesthetic Analysis | Before & After | Shopping Tips |
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| Budget | Myth: "I can't have a luxurious home without spending lots of money" | Grossly underbudgeting what a home will cost, whatever you think it's gonna cost, DOUBLE IT. Don't be afraid to save up so you can make it truly curated | You can have beauty without a budget! You just have to be more mindful about what you bring in. Whatever your budget is, STICK TO IT! | Snapping before and after video + cost breakdown/analysis, opportunity from selling furniture | Moodboard budget breakdown. How much do I need to spend to shop the look? How can I shop my house? |
| Educational Motivation (How-tos) | It's not going to get done at the snap of a finger, design takes time! | How to have a placeholder strategy | How to find your personal home decor style | How to start with a plan to get the after you want | How to choose ornaments for your tree/Christmas shopping guide |
| Moodboard Promo | Are you sad to take down your Christmas decor, it's time to make a change. Try shopping these moodboards to get inspired | Don't feel like you have to buy the exact item on the moodboard, they're made to inspire (buy what works for you! Scale | Choose your Christmas aesthetic (moodboard carousel) | Christmas tree install + moodboard promo(s) | Christmas moodboards + living room counterpart moodboards |

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| | | matters) | | | |
| What Not to Do | Do NOT fall for the Ralph Lauren Christmas trend | You're decorating your Christmas tree wrong! Here's how to fix it | Don't let one aesthetic become your identity (if you live in a Spanish style home, why are you decorating it farmhouse?) | Don't think you need to have one color tone throughout your home | Don't shop without a plan/know your aesthetic/you can love something but that doesn't mean you need to buy it/walk around the store and regroup |