

Prairie Rose & Co. Content Strategy

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Fall 2025

Account Goals

Audience Focused Goals

- Empower people to make their homes comfortable, beautiful, and authentic to them—no matter their circumstances.
- Educate people on the importance of being intentional with what they bring into their homes and, by extension, their lives.
- Show people how making small changes to their homes can make a big impact on their lifestyles and overall well-being.

Business Focused Goals

- Build a following/core audience
- Build credibility
- Promote mood boards and clickable affiliate links
- Start an account with a solid foundation and room for future growth

Situation Analysis

Accounts to Watch

[Decor.snippets](#)

- Account Overview
 - 2.5 Million Followers
 - Average views 300K–2M
 - Mainly focused on selling Amazon store front products via affiliate links
 - Videos of home hacks and budget friendly decor (using Amazon products)
- What Works
 - Fast paced voice overs
 - On screen text describing product uses/info
 - Product promotions disguised as [how-tos](#)
- What Doesn't Work
 - Lacks credibility

- Exclusively pushes products (no relationship with audience)
- Music is either too corporate or doesn't fit with content
- Not visually consistent (fonts are all over the place)

[Elpetersonsdesign](#)

- Account Overview
 - 1.5 Million Followers
 - Average views 100K–800K
 - Also very focused on Amazon products and associated “hacks”
 - Uses Like To Know it and has a newsletter and blog
- What Works
 - Good hooks (“I still can't believe the price of these beautiful accent chairs,” “5 Kitchen Finds I Would Buy Again”)
 - Well organized link in bio
 - Aesthetically pleasing website
- What Doesn't Work
 - Some posts use the same generic corporate music over and over again
 - Tips aren't very authentic (just trying to sell a project), don't really teach anything
 - Text on videos is difficult to read
 - Very basic decor

[Tuftandtrim](#)

- Account Overview
 - 197K Followers
 - Average Views 20K–100K
 - Interior design inspo/affiliate link combo
 - Like to know it creator, also has email newsletter and blog
- What Works
 - Is a designer first (it doesn't feel like she is cranking out ads even though she is)
 - Very beautiful and curated spaces
 - People follow for aesthetic inspiration
 - High credibility (has been featured in magazines)
- What Doesn't Work
 - Before and after transitions are too fast
 - Text isn't very readable

- Feels a little aspirational/out of reach

Other content inspo

- [Dunbarroad](#)
 - Credible designers
 - Spaces shown aren't generic/soulless
 - Focus is on the look and feel of a home design
- [Lonefoxhome](#)
 - Very personable voice over
 - Pace makes you want to watch to the end (even on longer reels)
 - Explains process/the why

Objectives

Audience Takeaways

I understand why it is important to make my house a home and now I know how to.

I want to start prioritizing my home. I've made room in my budget to get started.

I know I can rely on @prairieroseandco to teach and motivate me to make my home better!

I use @prairieroseandco's mood boards to help me shop for my home.

We will measure effectiveness by...

Click through rates on affiliate links

Audience engagement on posts (especially anecdotal evidence via comments)

New followers/account growth

By December 11, 2025, @prairieroseandco will have been established on Instagram and Pinterest. Followers will be able to shop mood boards and access resources on Pinterest.

Key Public

Segmented audiences we need to connect with to reach our objectives

- Newlyweds (ages 20-35)
 - Likely have an apartment or rental with limited customization opportunities but a blank canvas as they are starting their lives
 - Want to feel at home, but might not have grown up with the best example.
 - Limited budget, trying to decide if it is worth it to invest in decorating their home (or if they should just use whatever they can get their hands on)
 - Developing their taste/personal style
- Parents and Caregivers (ages 25-40)
 - May already own a small-medium suburban home
 - Looking for organization in chaos
 - Need home improvement to be practical, accessible, and worth their limited time
 - Want their homes to be beautiful for themselves and their children
 - Interested in tips and tricks to make their lives easier or more enjoyable
- Older Adults (ages 45-60)
 - Long term home owners
 - Looking for a change but stuck in their ways
 - Focused on self-improvement and wellness
 - Larger budget but might not know how to best allocate it in their homes

Key Messages

What we want to say directly to our audience

- You CAN have a beautiful home! Picture-perfect isn't just for magazines and social media.
- You need to change the way you think about your home. What you bring into it matters.
- @prairieroseandco is an excellent home improvement resource that can literally change your life!

- Shopping @prairieroseandco's mood boards is a great way to start your journey into finding your personal style.

Strategy and Tactics

What's the content plan? What content pieces should we create?

Content Type	Content Description	Campaign Goal/Campaign Objective	Key Message
Reel	Before and after showing the process of painting furniture	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You CAN have a beautiful home!
Reel	Discussion about having an eye for things when shopping (how to know what to look for and what to put back)	I understand why it is important to make my house a home and now I know how to.	You need to change the way you think about your home. What you bring into it matters.
Reel	Snapping before and after of the house + explaining why it's important to make a house a home even when it's not permanent	I know I can rely on @prairieroseandco to teach and motivate me to make my home better! I understand why it is important to make my house a	You CAN have a beautiful home! Picture-perfect isn't just for magazines and social media.

		home and now I know how to.	
Reel	Detail shots of decor + discussion about how the little things make a house a home	I want to start prioritizing my home. I've made room in my budget to get started.	You need to change the way you think about your home. What you bring into it matters.
Reel	Moodboard showcase/walkthrough of home	I use @prairieroseandco's mood boards to help me shop for my home.	Shopping [Account Name]'s mood boards is a great way to start your journey into finding your personal style.
Reel	How to <i>really</i> decorate for a new season (it starts with color and feeling, not ghosts and santas)	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.
Reel	China hutch before and after (how to include your family/heart into your home)	I understand why it is important to make my house a home and now I know how to.	You need to change the way you think about your home. What you bring into it matters.

Reel	Moodboard showcase/explanation of why making a house a home is important	I understand why it is important to make my house a home and now I know how to.	You CAN have a beautiful home! Picture-perfect isn't just for magazines and social media.
Reel	Intro explanation of account purpose with b-roll	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	@prairieroseandco is an excellent home improvement resource that can literally change your life!
Post	Carousel with budget explanations/transparency about a space	I want to start prioritizing my home. I've made room in my budget to get started.	You CAN have a beautiful home! Picture-perfect isn't just for magazines and social media.
Post	Post promoting website and affiliate links	I use @prairieroseandco's mood boards to help me shop for my home.	@prairieroseandco is an excellent home improvement resource that can literally change your life!
Reel	Loop Text On Screen: "All my wood tones in my house have to be exactly the same."	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.

	A catalog from the 90s is calling and they want their furniture back		
Reel	The color of the year doesn't mean it's a popular color. It's a gimmick to sell more paint and we all fall for it.	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.
Reel	Stop saying "I don't need things in my kitchen to match." Because like what if they did, imagine how that might feel?	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.
Post	Carousel: Nothing in nature is exactly the same. You can't just have one tone of green and expect it to look and feel cohesive in the end.	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You CAN have a beautiful home! Picture-perfect isn't just for magazines and social media.
Reel	Black and white houses hot take (+ what should you consider when painting the outside of your home) "Black and white is on its way out"	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.
Post or Reel	Myth: "I can't have a luxurious home without spending	I want to start prioritizing my	You CAN have a beautiful home!

	lots of money”	home. I’ve made room in my budget to get started.	Picture-perfect isn’t just for magazines and social media.
Post	Do you think your home is too small? Maybe you’re just living with too much for where you are.	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.
Post	Are you hanging onto things because they belong to a loved one or keeping things because you might need it one day? Let it go.	I know I can rely on @prairieroseandco to teach and motivate me to make my home better!	You need to change the way you think about your home. What you bring into it matters.

Scripts & Client Prompts

Intro Post

-What is the main mission of prairie rose and co in one (casual) sentence? What do you want your audience to feel about your brand?

-In one sentence, who is “KD?” (All of your captions are signed KD so I feel like the audience needs to know who she is, nothing in depth, just something basic to build your credibility)

-greeting/closing sentence

Intro Reel

Introduce yourself, “Welcome to Prairie Rose and Co., I’m KD”

1. What is your channel about in a nutshell?
2. Why is it important to make a house a home even when it's not permanent?
3. What would you say to people who feel like having a beautiful home isn't in the cards for them (budget or otherwise)?
4. What do viewers have to look forward to if they stick around?

Discussion about having an eye for things when shopping (how to know what to look for and what to put back)

1. Intro Hook: "You've been shopping WRONG" Ok hear me out...
2. How do you approach shopping? What do you look for?
3. What's the biggest thing people do wrong when buying things for their home?
4. Why is it important to be mindful about what comes into your home? Why shouldn't you just go into a store and buy whatever when decorating?
5. What should people start doing/looking for?
6. How did you approach shopping for my house? (I'm going to show clips from our shopping videos so try to discuss that a bit)

Moodboard showcase/explanation of why making a house a home is important

1. Hook: Making a house a home is not as hard as you think.
2. Walk through your moodboard, explain your process.
3. Why should people put in more of an effort with their homes?
4. What would you say to people who don't know where to start with their home?
5. How can your moodboards help people?

Christmas Decorating Tips

Hook: You're decorating your tree wrong: here are 5 tips to get a beautiful tree EVERY time

OR

Your Christmas tree looks terrible (I'm not sorry, someone had to say it)

Here's how to fix it:
(Insert tips)

How to make your Christmas decor purposeful

If you think it's too soon to start decorating for Christmas, this video is for you

-too much fluff

-decor feels overstimulating

-you can't get your decor down fast enough on Christmas Day

-how to make Christmas decor special and not stressful

Ralph Lauren Christmas trend

Hook:

DO NOT fall for the Ralph Lauren Christmas trend

Key points:

What you're really looking for is a curated Christmas, something that speaks to YOU and YOUR taste

You don't need to re-do Christmas from scratch every year if you find what really works with your space

You think you're doing _____ (by following the trend) but you're actually doing _____

Instead, do this: