

18 Months of Nurture Content Ideas

How to stay visible until they're ready to buy.

Name the Problem

Name the silent struggle they feel but can't label

Share the cost of staying where they are (with a number)

Post a client story that mirrors their situation

Build the Case

Give away a business-case framework they can reuse

Show how to talk to Finance about the problem

Publish a detailed ROI or cost comparison breakdown

Get the Budget

Share questions to ask when requesting budget

Post a precise, non-rounded result from your own work

Share what slows budget approval down, and how to avoid it

Build the Committee

Share what a buying committee usually gets wrong

Compare build vs. buy vs. partner with honest pros and cons

Give a one-pager your champion can forward internally

Ace the Compliance Review

Publish a "what to look for" vendor checklist

Address compliance questions before Legal asks them

Share what your security review usually covers

Compare Vendors

Post a vendor evaluation framework, not a pitch

Share a testimonial about ease of implementation

Preview what month one looks like once they're a client