



Fútbol Fandom



SEGURA
marketing and media solutions

BUSINESS READINESS SCORECARD

Are You Ready to Ride the 2026 Soccer Wave?

Rate your business from 1-10 (1 being the least ready and 10 being the greatest)

• STRATEGY & GOALS

Score _____

_____ How connected are you to soccer and, local events and resources?

_____ Do you have clear goals for the World Cup time frame? (brand awareness, foot traffic, sales, leads)?

_____ Have you identified **which audience** you want to reach (local fans, tourists, families, Hispanic/Latino consumers)?

_____ Do you have a **soccer-specific plan**, or are you planning to “figure it out later”?

• MARKETING & BRAND VISIBILITY

Score _____

_____ Are your current marketing materials **event-ready** (website, social, signage, email)?

_____ Do you have **campaign ideas** tied to soccer/fútbol or global fans?

_____ Are you planning to run special promotions, limited offers, or themed products?

_____ Is your business listed and optimized on **Google Maps, Yelp, and local search**?

_____ Do you have a **content calendar** planned for the months leading up to the event?

• COMMUNITY ENGAGEMENT

Score _____

_____ Are you connected with local soccer clubs, youth leagues, bars, restaurants, or venues?

_____ Have you considered hosting or sponsoring a **watch party or community event**?

_____ Are you involved in the local community beyond traditional advertising?

• CULTURAL

Score _____

_____ Do you currently offer **bilingual content** (Spanish + English)?

_____ Is your business prepared to serve international visitors with language translation?

_____ Are your ads, signage, or social content **culturally relevant**, not just translated?

_____ Are you comfortable welcoming international visitors and diverse audiences?

• DIGITAL & SOCIAL MEDIA

Score _____

_____ Are you posting consistently on **social media** right now?

_____ Do you have the ability to post **real-time content** during big moments or matches?

_____ Are you set up to collect **emails or SMS** from new customers?

• BUDGET & INVESTMENT

Score _____

_____ Have you set aside a **budget** specifically for World Cup marketing?

_____ Do you need to hire additional staff during high traffic seasons?

_____ Is your current staff trained and prepared for high traffic seasons?

_____ Have you planned to host experiences with other business entities?

What Your Score Means

17-32: Somewhat Ready – Needs structure and strategy

33-44: Strong Position – Execution and polish needed

45-48: World Cup Ready

Next Step: If your score shows gaps, early planning is your biggest advantage. The brands that start now will be the ones fans remember.