



SCORE BIG WITH YOUR BRAND

*The Ultimate Playbook for
Riding the 2026 Soccer Wave*

Powered by Segura Marketing

Unlock the Power of Fútbol: Your 12-Month Playbook to Connect with Hispanic Audiences

The world is gearing up for the biggest international soccer games in 2026 and beyond. The excitement is already building—especially among young, passionate Hispanic fans. This is your moment to score big with a community that lives and breathes fútbol. But to win their hearts, you need more than just a game plan; you need a strategy that speaks their language, celebrates their culture, and meets them where they are.

That's where this planner comes in.

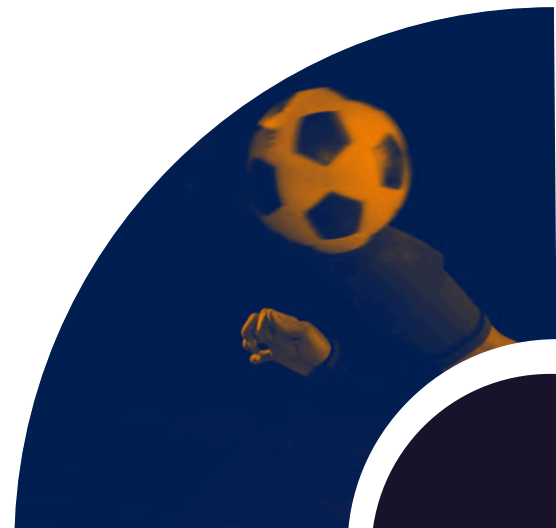
For over two decades, Segura Marketing has been at the forefront of Hispanic marketing, helping brands like yours tap into the energy, loyalty, and buying power of this dynamic audience. Our team of seasoned experts knows what it takes to create campaigns that resonate—whether it's through bilingual content, culturally relevant storytelling, or high-impact activations that turn fans into lifelong customers.

This 12-month planner is your roadmap to success. From building brand visibility to driving foot traffic and sales, every step is designed to help you connect authentically with Hispanic soccer fans. The time to act is now—because the brands that start early will be the ones celebrating the loudest when the world unites for the beautiful game.

Ready to make your mark? Let's get started.

With Segura Marketing by your side, you're not just reaching an audience—you're becoming part of their fútbol story.

The field is yours. Let's play.





JUNE 2025

Start planning now

- ☐ Choose target audience (families, young fans, multicultural consumers)
- ☐ Identify brand goals: Visibility? Foot traffic? Sales?
- ☐ Book strategy session with a Marketing Agency
- ☐ Research local soccer sponsorship/vendor opportunities

JULY 2025

Brand Positioning Month

- ☐ Audit current marketing materials — fútbol-ready?
- ☐ Begin bilingual content planning
- ☐ Design teaser graphics
- ☐ Scout local influencers/ambassadors

AUGUST 2025

Back-to-School & Youth Sports Activation

- ☐ Align with youth leagues, schools, family stores
- ☐ Launch fútbol-themed back-to-school promotions
- ☐ Sponsor uniforms/soccer gear giveaways
- ☐ Collect emails/SMS for International Soccer Games campaigns



SEPTEMBER 2025

Community Engagement Month

- ☐ Host/sponsor soccer watch party or mini-tournament
- ☐ Highlight local fútbol stories on social media
- ☐ Start regular fútbol-themed posts (1–2 per week)

OCTOBER 2025

Creative Campaign Prep

- ☐ Develop campaign themes (e.g., 'Unidos Por El Fútbol')
- ☐ Build Nov–Jan content calendar
- ☐ Plan Día de los Muertos soccer tie-ins
- ☐ Test bilingual messaging

NOVEMBER 2025

Holiday Season Integration

- ☐ Add soccer-themed products to holiday sales
- ☐ Promote gift cards for soccer experiences
- ☐ Bundle holiday promotions with fútbol giveaways



DECEMBER 2025

Partnership Activation & Paid Ads

- ☐ Secure media/influencer partners
- ☐ Run small paid ad campaigns (test performance)
- ☐ Confirm spring activations (pop-ups, co-branded events)

JANUARY 2026

New Year, New Campaign Push

- ☐ Announce 2026 fútbol campaign theme
- ☐ Prepare materials in visiting countries' languages
- ☐ Launch newsletter or countdown series
- ☐ Start limited-edition soccer offers

FEBRUARY 2026

Valentine's Day with a Twist

- ☐ Run 'Fall in Love with Fútbol' Valentine's promo
- ☐ Collaborate with artists/musicians for content
- ☐ Share activation calendar with audience



MARCH 2026

Go Local

- ☐ Sponsor local tournaments/youth games
- ☐ Increase stadium-adjacent and online map visibility
- ☐ Partner with restaurants, bars, gyms for co-branded campaigns

APRIL 2026

Final Push: Awareness Phase

- ☐ Implement comprehensive Global Soccer Event promotional campaigns in real time.
- ☐ Utilize street teams or conduct in-person brand activations to enhance visibility.
- ☐ Collaborate with Hispanic or cultural media outlets to expand the campaign's reach across diverse audiences.
- ☐ Finalize all creative and print materials for distribution.
- ☐ Ensure that your checklist is prepared in advance, including:
 - Employee training
 - Multilingual signage and materials (based on the teams playing in your city; Spanish is highly recommended for regular base)
 - Updated customer service plans



MAY 2026

All Eyes on You

- ☐ Begin daily social media countdown and giveaway campaigns.
- ☐ Host “Kickoff Preview” events in collaboration with partners or local influencers.
- ☐ Conduct a review of all materials, ensuring multilingual readiness for the teams competing in your city, including Spanish.
- ☐ Train your brand ambassadors and staff for live interactions.
- ☐ Confirm all activations, deliveries, and event logistics.
- ☐ Prepare your team to maximize visibility and customer experience during the soccer event.
- ☐ Conduct short interviews with customers.

JUNE 2026

The Global Soccer Event Begins (June 8 – July 3)

- ☐ Launch your primary activations—This is YOUR moment!
- ☐ Stream games in-store or at events to increase foot traffic.
- ☐ Add exciting daily promotions that tie to matches, teams, and scores!
- ☐ Post live content, stories and reels across your social media channels.
- ☐ Encourage user-generated content (UGC) with hashtags and incentives.
- ☐ Celebrate wins, moments, and community.
- ☐ Be responsive: engage with fans, share their posts, and thank them.
- ☐ Maintain a consistent high level of brand energy throughout the tournament.



JULY 2026

Celebrate and Reflect

- ☐ Analyze engagement data and sales results.
- ☐ Review campaign performance metrics.
- ☐ Collect team feedback and identify strengths.
- ☐ Gather testimonials, photos, and user-generated content.

AUGUST 2026

Growth Evaluation

- ☐ Evaluate ROI (Return On Investment) across all platforms.
- ☐ Identify high-performing strategies to keep.
- ☐ Review media and influencer partnerships.
- ☐ Prepare a post-campaign report.

SEPTEMBER 2026

Relationship Building

- ☐ Reconnect with new leads and clients.
- ☐ Share gratitude with partners, staff, and your audience.
- ☐ Invite participation in future activations.
- ☐ Maintain brand visibility through regular seasonal follow-ups.

You want to continue to nurture the relationships you've built with this amazing and growing demographic, especially looking ahead to the Women's Soccer Event in 2031 in the US.

YOU'VE GOT THE TOOLS —

NOW IT'S YOUR TURN TO SCORE BIG.

This planner is just your kickoff.

Fútbol has the power to unite, excite, and move crowds — and your brand can ride that momentum.

Whether you're selling food, services, style, or unforgettable experiences, your campaigns can inspire fans and create real impact.

Need support with strategy, content, or branding to connect with soccer lovers? We've got your back.

If you're ready to connect with fútbol fans in a bold, strategic way — we're here to help.

Segura Marketing connects brands with culture, purpose, and people.

 info@segura.marketing

 segura.marketing

