

MARKETING PLAN

Vélo & Grain

Neighbourhood bike shop & caf | Verdun, Montreal, QC

PREPARED FOR	Vélo & Grain Inc.
PLAN DATE	July 15, 2026
REFERENCE	SAMPLE-0001
PRIMARY GOAL	Lead generation
HORIZON	6 months
BUDGET	CAD \$2,000 / month

6 MONTHS PLAN: LOCAL / COMMUNITY MARKETING

"Own the canal: turn path traffic into repair customers and regulars."

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MARKETING PLAN

Marketing Plan - Vlo & Grain (6 Months)

Neighbourhood bike shop & café

Prepared for Vélo & Grain Inc. | 2026-07-15

STRATEGIC THRUST

Own the canal: turn path traffic into repair customers and regulars.

PLAN PARAMETERS

BUSINESS	Vélo & Grain
INDUSTRY	Bike shop & café
MARKET / LOCATION	Verdun, Montreal, QC
BUSINESS STAGE	Established
PRIMARY GOAL	Lead generation
PLANNING HORIZON	6 months
MARKETING BUDGET	CAD \$2,000 / month (approx. CAD \$24,000 / year)
PLAN FOCUS	Local / community marketing

OVERVIEW

Vlo & Grain is an established Verdun bike shop with a repair bench that books out every spring and an espresso bar that gives customers a reason to linger. The shop sits two blocks from the Lachine Canal path, one of the busiest cycling corridors in the city, yet most path riders do not know it exists. This plan converts that passing traffic - and the borough's year-round commuters - into booked repairs, bike sales and caf regulars over the next six months, on a CAD 2,000 monthly budget.

EXECUTIVE SUMMARY

The core problem is not demand but visibility and capture: repair demand in Verdun exceeds bench capacity every April through June, then falls off a cliff in fall while the caf carries the room. The plan therefore has two motions. In season, it maximizes high-margin repair bookings by dominating local search ("bike repair Verdun", "tune-up near me") and converting canal path traffic with physical signage and a bring-your-bike-in offer, while an online booking link removes the phone-tag that currently loses walk-away customers. Off season, it shifts spend toward the caf and winter services - storage, winter tune-up packages and gift cards - to flatten the revenue curve. Roughly 40% of the budget goes to Google (Business Profile optimization plus a tightly geofenced search campaign), 25% to Instagram and neighbourhood content, 15% to physical presence at the canal and local events, and 20% is held for seasonal pushes. The primary goal is 60 additional booked repairs per month in season and a 20% lift in caf loyalty-card signups, with every dollar tracked against bookings rather than impressions. Nothing in this plan requires new staff; it requires consistency, a booking link, and showing the neighbourhood what the bench can do.

MARKET POSITIONING

Position Vlo & Grain as the neighbourhood's cycling home base - not the cheapest parts counter and not a boutique for carbon-frame collectors, but the shop that fixes your commuter properly, on time, at the price quoted, and hands you a flat white while you wait. The big-box stores cannot match the service experience and the repair-only shop cannot match the atmosphere; the caf is the moat, so every campaign should show the room, not just the wrenches.

MARKETING OBJECTIVES

- Book 60 additional repairs per month in season (April-June) through online booking and local search
- Grow Google Business Profile reviews from 47 to 150+ with a systematic post-service ask
- Lift caf loyalty-card signups by 20% and collect 1,000 emails by month six
- Fill 80% of winter storage capacity by end of October
- Keep blended cost per booked repair under CAD 12

TARGET SEGMENTS

- **Daily commuters (25-45).** Ride year-round to downtown, value turnaround time above price, book online, and become caf regulars when treated well. The highest-lifetime-value segment.
- **Weekend path riders (30-55).** Discover shops by riding past them. Reached with canal-side signage, a water-station stand at the path, and a "roll in, ride out" quick-fix offer.
- **Families & casual riders.** Buy kids' bikes, helmets and spring tune-ups; respond to school-season promotions and trade-in events rather than performance messaging.

MARKETING STRATEGIES

- **Win local search end-to-end.** Fully build out the Google Business Profile (services, photos, weekly posts, Q&A), then run a geofenced search campaign on repair intent keywords pointing at the booking page - not the homepage.
- **Convert the canal.** A-frame signage at the path junction, a free air-and-water station outside the shop on weekends, and a "show us your ride" quick safety check that walks path traffic through the door.
- **Make the caf the marketing engine.** The caf is the reason people photograph the shop. Lean into it: loyalty cards, a repair-and-coffee bundle, and Instagram content shot in the room to make every repair visit look like a visit worth making.
- **Flatten the season.** From September, pivot spend to winter storage, winter-bike conversions and gift cards, so the bench and the room both earn through the cold months.

CHANNEL PLAN

- **Google Business Profile + Search (40%).** The single highest-intent channel for "repair near me" demand. Weekly posts, review velocity, and a CAD 700-800/month geofenced campaign within 4 km.
- **Instagram & neighbourhood content (25%).** Three posts weekly: bench before/after, caf life, staff picks. Boost the two best posts monthly to a 3 km radius.
- **Physical & community presence (15%).** Canal signage, the weekend air station, one borough event per month (Verdun street fairs, school bike rodeos).
- **Email & loyalty (in-house, ~0 media cost).** Monthly newsletter with a service slot count ("38 tune-up slots left this month") to convert the list into bookings.
- **Seasonal reserve (20%).** Held for the April rush and the October storage push, deployed against whichever channel is converting cheapest at the time.

CONTENT & MESSAGING

Content answers the three questions customers actually ask: how much, how long, and can I trust you. Publish the flat-rate service menu prominently and repeat it in posts; show real turnaround times weekly; and let the bench do the talking with before/after photos and 30-second repair clips. The caf supplies the lifestyle layer - latte art on the counter next to a freshly trued wheel says more about the shop than any slogan. One longer piece per month (winter storage guide, commuter setup checklist, spring tune-up explainer) feeds both the newsletter and search.

BUDGET ALLOCATION

- **Google search campaign - CAD 750/mo.** Geofenced repair-intent keywords, pointed at the booking page, capped daily and paused when the bench is fully booked.
- **Instagram boosts & content - CAD 500/mo.** CAD 300 boosting the two best posts, CAD 200 for a part-time content afternoon every two weeks.
- **Physical presence - CAD 300/mo.** Signage, the air station, event fees and giveaway spokes cards.
- **Seasonal reserve - CAD 400/mo average.** Banked monthly, spent in April-May and October pushes.
- **Tools - CAD 50/mo.** Online booking tool and email platform.

ACTION ROADMAP

- **Month 1 - Foundations.** Booking link live, Google Business Profile rebuilt, review-ask script at the counter, flat-rate menu published everywhere.
- **Month 2 - Ignition.** Search campaign live, Instagram cadence running, canal signage installed, first newsletter sent.
- **Months 3-4 - Peak season.** Deploy the reserve into the spring rush, weekend air station running, measure cost per booked repair weekly and rebalance.

- **Month 5 - Consolidate.** Loyalty push in the caf, collect emails at every ticket, publish the winter storage guide.
- **Month 6 - Pivot to winter.** Storage pre-sale to the email list first, then paid push; review the six-month numbers and set the winter plan.

WHAT TO MEASURE (KPIS)

- Booked repairs per month (target: +60 in season) and cost per booked repair (target: under CAD 12)
- Google Business Profile: reviews (150+), calls, direction requests and booking clicks, tracked monthly
- Instagram reach within 3 km and profile-to-booking clicks
- Caf loyalty signups (+20%) and email list growth (1,000 by month six)
- Winter storage capacity sold by October 31 (target: 80%)

RISKS & PITFALLS

MEDIUM

Bench capacity ceiling

Marketing that works will overload the bench in May. The campaign must pause automatically when booking lead time exceeds five days, or the reviews the plan depends on will turn.

MEDIUM

Seasonality of demand

Repair demand drops sharply after September; the plan's winter pivot mitigates this but the storage push must start before the first cold week, not after.

LOW

Big-box price promotions

Spring bike-sale events at the big boxes can pull new-bike buyers away. Compete on service and trade-in value rather than matching price.

QUICK WINS (FIRST 30 DAYS)

- Put the online booking link in the Google profile, Instagram bio and on the counter this week
- Ask every satisfied repair customer for a review at pickup - the script matters more than the tool
- Publish the flat-rate service menu on the website and in the window
- Set the weekend air-and-water station outside the door - it costs almost nothing and stops path traffic

RECOMMENDATIONS

- Treat the booking link as the centre of the plan; every channel points at it and every result is measured against it
- Cap and pause paid search whenever the bench is booked past five days out
- Bank the seasonal reserve religiously - the April and October pushes are where the year is won
- Shoot content in the room: the caf is the differentiator no competitor can copy

- Review cost per booked repair monthly and move budget toward whatever is converting cheapest
- Deliberately spend nothing on: a website rebuild (the current site converts once the booking link leads), printed flyers beyond the canal signage, or brand-awareness display ads - at this budget every dollar goes to repair intent and the path, where the return is measurable

OVERALL ASSESSMENT

Vlo & Grain does not have a demand problem; it has a capture problem, and that is the best kind to have. The shop sits beside one of the busiest cycling corridors in Montreal with a service offer and an atmosphere its competitors cannot match, yet its discoverability does not reflect it. This plan spends a modest budget where the intent already is - local search and the canal itself - and uses the caf to turn transactions into relationships. The six-month risk is operational rather than strategic: success looks like a fully booked bench, so the pause rules and the winter pivot are as important as the campaigns themselves. Executed with consistency, the targets here are conservative rather than optimistic.

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