

Summary of outcomes from CSS Workshop - How to be a brand that cyclists trust and book in 2026

What surprised/interested you most about the presentation?

- Many operators want to sharpen their brand message – not only via a ‘one-sentence promise’ (important!) but also by ensuring absolute clarity and consistency of brand message for what you stand for, across all owned assets (website, social media, images/video etc.).
- With multiple products and services (e.g. bike rental / road / gravel / leisure / guided / self-guided) this can be difficult. But it’s crucial.
- We compared several ‘one-sentence promises/straplines’: your opportunity to explain, succinctly, what you do and what makes you different. If yours doesn’t do this (i.e. it’s not instantly recognisable as **your brand**), then this could be an area to work on.
- The value of asking a 3rd party to ‘test’ your website and to address any questions, confusion, hesitation.

Strengths and challenges across ‘owned media, paid media and earned media’?

Strengths:

- You were confident that you’re offering a great experience, with excellent customer care. This is an opportunity for building confidence by sharing those stories (see ‘creating video content’ below)
- You all reported great feedback too – 3rd party review sites are important (Google, TripAdvisor etc). This is part of your ‘earned’ media. Try to share this feedback across your owned assets.

Challenges:

- **Video and consistent images** – crucial for AI search as well as being an effective way to tell those stories about your great experiences and customer care!
- With owned media being your priority and foundation, finding the right balance across your budget and resources for earned and paid media is a challenge.

Conclusion

Owned + Earned + Paid media working together for a strong, clear marketing strategy that build trust, which leads to more bookings!

Follow up: Creating video content

For anyone daunted by the challenge of creating video clips for use across your platform and 3rd party sites, we’re hosting a mini online workshop on Wed 22nd April to help give you some **top tips for easy video content-creation**. If you don’t already receive our invitations to our regular Cycle Travel Network video calls, let me know and I’ll make sure you do!

Kate Norris

Kate.norris@epicroadrides.com

16 March 2026