



# Maximize Q4: The 2024 retail success playbook

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# Gear up for Black Friday and Cyber Monday

In the lead-up to Christmas, Black Friday and Cyber Monday are two of the biggest days of the year for retail. Let's make sure you get your slice of the pie.



**Start preparing now.** If you're behind with your planning, there's still time to catch up. Plan your promotions well in advance, and know when and where you plan to market your products to the audience you want to reach.



**Build your ecommerce platform.** Cyber Monday only matters to online retailers, but thankfully, getting online has never been easier. Go to your Epos Now AppStore and make life easier by integrating with the likes of Wix, Shopify, and BigCommerce.



**Create a sense of urgency.** Strategies like countdowns and early-bird offers are proven to encourage spending. Excite customers by letting them know it's now or never in-store and online and get them spending!



**Encourage engagement.** From polls and surveys to competitions, customer interactions strengthen relationships. Engage with customers before they spend with intriguing interactive competitions and polls.



**Market on social media.** Whether it's competitions, promotions, or just pics of your day in-store, social media is the most cost-effective method of both retaining and winning customers. Make the most of it and keep posting!



**Email marketing.** Putting the time in to build up an email marketing base gives you an excellent opportunity to keep your repeat customers close, and Black Friday weekend is the perfect time to capitalize, so be sure to send out sneak-peak emails, exclusive updates and all your latest news.

## Useful POS apps and integrations:



### Shopify

Cater to online customers with a web store that can handle all your inventory and discounts.

[Download now](#)



### WooCommerce

Build a bustling online store with ease and become a multichannel retailer with simple stock management and real-time updates.

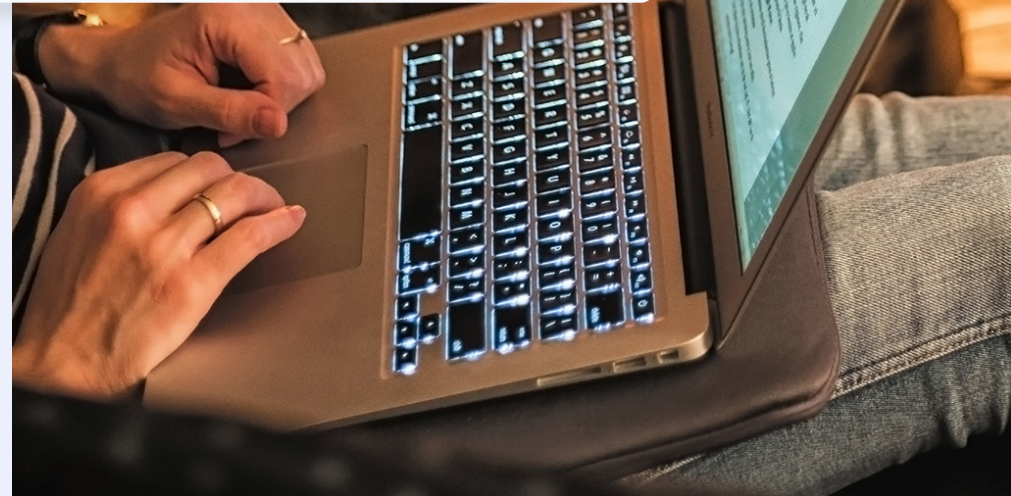
[Download now](#)



### Loyalty

Reward your customers for shopping the sales with an easy-to-set-up loyalty program.

[Download now](#)





# 2

## Q4 strategy focus

### Cover every price point

The average American spends as much as **\$1,000 every Christmas**, with presents for family, friends, and colleagues, food and beverage costs, wrapping, decorations and many other non-gift costs. With this many different pressures on pockets, and only so much time to make the purchases, catering to every need can make your store the go-to Christmas spot and see you flourish this Q4.

But catering to customer needs means anticipating what will interest the different kinds of customers you have. Stock-up on gifts that will wow lower, middle, and higher-income customers, for whom the temptation of that guilty expense that costs a little extra will still lead to some impulsive spending. Cover non-gift needs such as decorations, and also prepare for different types of holiday such as Hannukah and Kwanzaa.



**Till tip:** Recording the stock purchase price in your POS system means you can instantly see how your highest-margin items are selling. Many smaller retailers don't take the time to enter stock quantities when they take a delivery, but it's a great way to keep track of stock levels at the busiest time of year so you can make pricing decisions in real time if you need to.

### Perception is everything

In a tough trading environment, customers' perception of value will be the name of the game for Christmas 2024.

Whether it's free gift-wrapping, BOGOF on presents – or any other promotion you can think of – the biggest winners this Christmas are likely to be the businesses that make shoppers feel their money is going further.



**Till tip:** Whatever promotion you're offering, make sure you add it to your POS system and train your team to tell your customers about it. Epos Now lets you track the promotions that worked best so you can learn, tweak and reproduce next year.







## Cater for convenience

For some, Christmas this year will add another layer of stress to an already hectic season. So businesses that anticipate needs and go the extra mile to meet them won't just be winning the extra sale, they'll be winning customers' hearts.

From pre-wrapped gifts that save parents five extra minutes, to easy-up decorations, anything that can bring your customers that moment of calm will be in demand. So get wrapping (don't forget the gift tags) and get creative, and you can be sure that your 'golden quarter' figures will have a bow on top!



**Till tip:** Add a product pop-up note to the till to remind your team to offer those memorable extras.

## Spread some love

2024 is proving another year of growing markets in sustainability and community-oriented trade. With so much consumption in December, many shoppers are likely to be mindful not just of their own wellbeing, but of others too.

Partnering with other businesses, and promoting local trade, community groups and charities, will all give you something to shout about in your Christmas marketing, while raising your local profile during the season of goodwill.



**Till tip:** Want to offer the most convenient shopping experience? Offer Click & Collect and online shopping, available via the [Epos Now AppStore](#).





# 3 Getting the best from your Epos Now system

Your POS system is the heart of your business, and it will really come into its own when you're firing on all cylinders. Here are some of our tips for your till that will make the busy period a little easier for you, your staff, and your customers!



## Quick-add products

There's a queue out the door, when... oh no! One of your products isn't on the system! That's not a problem with the [quick-add action button](#) in the bottom right of your Epos Now till screen. Give the product a name, price, tax rate, scan the barcode, and it's ready to go. Panic over!



## Gift receipts

While gift receipts may be requested throughout the year, they're especially important at Christmas. They're super easy to print. Just process your sale as usual, then hit the top-left menu, tap print, and print gift receipts, which will print for the previous transaction.



## After-transaction settings

When you enter your till settings, you can tweak several after-transaction settings, to stay logged in after each sale (great when queues are long), print a receipt automatically, and automatically open the cash drawer. These can save valuable time on each sale, streamlining your process and pleasing your customers.





## Top seller hotkeys

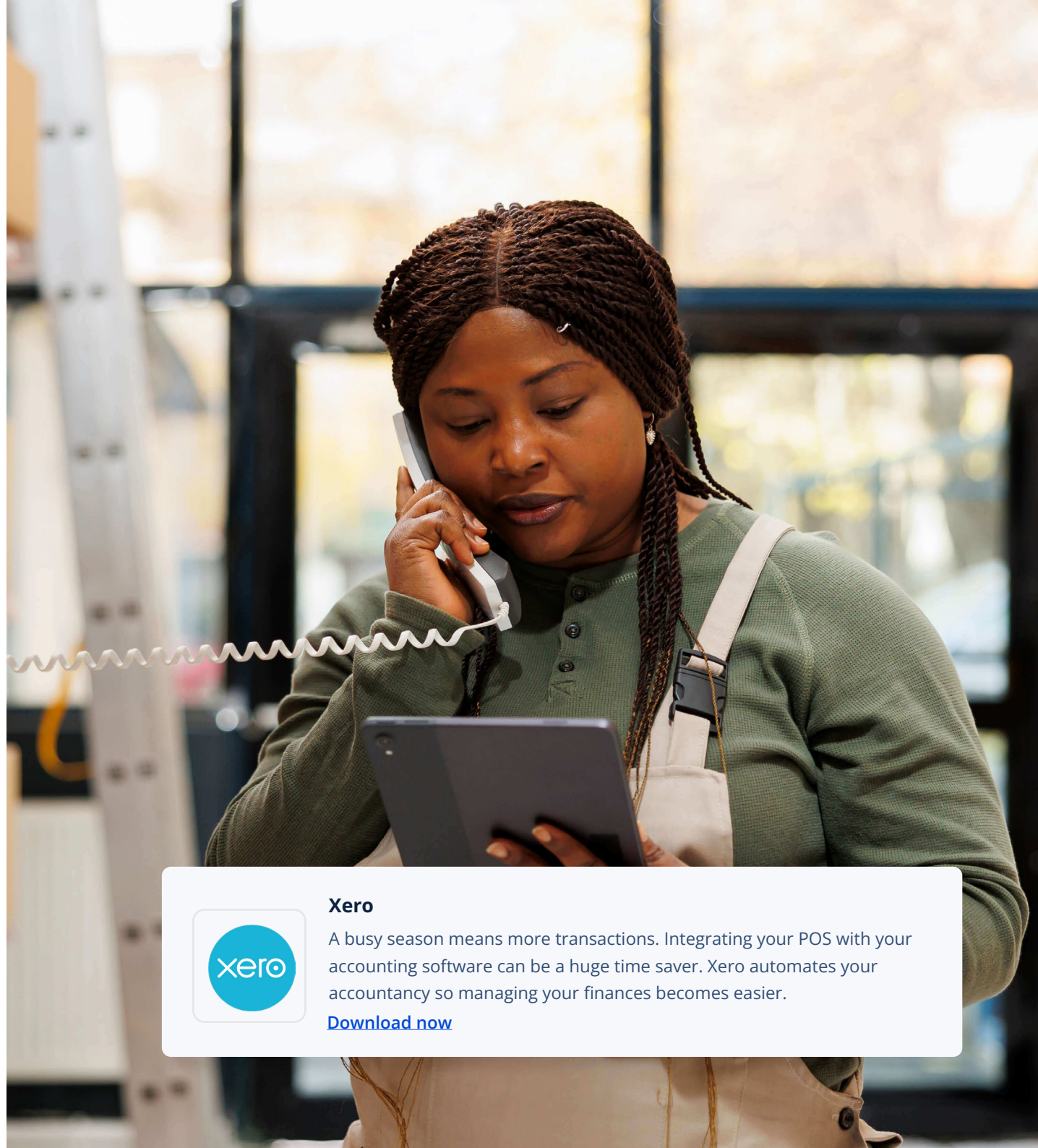
Over Christmas, you'll likely see some of your products take the store by storm. They may be wrapping, tags, gift bags and other extras, or a present so popular you can't stock enough of them. Either way, having your best-selling products automatically on the top level of your till screen can save you lots of time. So login to your Epos Now Back Office and tap Settings > Locations > Edit > Edit Top Sellers. Then follow the steps and hit save.



## Show price on product tiles

Your staff may be bombarded with questions over the Christmas period, which can be a challenge for inexperienced seasonal team members. One way to help is adding the prices to the hotkeys, which you can do by going to the front till Menu>Settings>Appearance>Home Screen and toggling on 'Show price on product tiles'.

Take a look in the [Epos Now Support Center](#) for more handy till tips!



### Xero

A busy season means more transactions. Integrating your POS with your accounting software can be a huge time saver. Xero automates your accountancy so managing your finances becomes easier.

[Download now](#)



# 4

## Keep moving

The days between Christmas and New Year can feel like something of a twilight zone, but it doesn't have to be that way.

### Christmas is over... Now what?

Although fewer people are going out, many businesses aren't competing for customers as intensely as usual.

Hosting an event during these days might not be the first thing you'd think of, but with less going on, anything from a product showcase to a meet-up for those looking to socialize after a quiet holiday could fill your shop floor.

Meanwhile, the end of holiday sales will see the bargain hunters head out in numbers. Use careful [pricing strategies](#) to draw customers in and encourage more purchases, even if that means smaller profit margins. A few pricing strategies you might want to consider for your sale include:

- **Loss leader pricing:** That means selling a few products at cost price, or even less, attract customers, then making the money back when they spend on other, more profitable items.
- **Bundle pricing:** Group your products together and offer better value to encourage people to buy in bulk, clearing any leftover Christmas stock.

And while December and the months leading up to it are marketing intensive, timing an email blast after Christmas to spread awareness of your sale or event may see you reach the top of an otherwise empty Boxing Day inbox.





## 4.1

# Prepping for '25

Use the post-Christmas lull to polish off the three Ps: products, preparation, and planning.

### Time to reflect

Start by reflecting on what went well this year, and how you can go further in the year to come. Your Epos Now system can generate super-useful reports that will give you actionable insights to help you grow next year. [Read on for just some of our favorites.](#)

### Perfect your products

Your sales data may contain some surprises. Maybe Product A isn't the top performer you thought it was. In which case, let the stock run down, and promote Product B in its place.

Now you know how your sales went in 2024, it's time for some blue-sky thinking. Try asking the following questions:

- What is the current state of your finances?
- Can you reduce your fixed and variable costs?
- What are your current projected sales for 2025, and how will you achieve them? How can you take advantage of seasonal peaks?
- Will you take a cautious or ambitious approach to growing in 2025, based on past, industry and regional trends?
- Do you need additional finance to achieve your goals?





## 4.2

# Organize!

The taxman may not use the Gregorian calendar, which should take a little pressure off your shoulders, but once the Christmas sales start to dry up, catch up on your paperwork and get on top of your annual admin.

### Licenses and insurance

Do/did any of your licenses expire at the end of the year? Make sure you have them renewed ready for 2025 and diarize any key dates for next time.

### Bills. Suppliers, utilities, taxes

Check your email and your in-tray for any outstanding unpaid invoices, and arrange your finances for when bills start to come in.

### Performance reviews

While things are quiet, have a look over your POS reports and evaluate the performance of your business and your team. Follow it up with a formal sit down with your staff and set some 2025 goals.

## 4.3

# Put the team to work

If you have staff with a bit of time on their hands, use the opportunity to take care of some of the tasks there just isn't time for during the rest of the year.

Turn your team into a deep clean machine, wiping the dust from the top and bottom shelves, disinfect the surfaces, clean the sinks and bins and oft-ignored places such as the staff room.

And this could be a great time for a thorough stock rotation, re-organizing shelves and counters, updating signs and posters and ticking off maintenance tasks.



### Deputy

Get organised with an app that makes it easy to schedule employees, manage time and attendance, track performance, and improve workplace communication.

[Download now](#)







## 4.4

### Read the room

The January blues may be real, but that doesn't mean scowling your way through the month. It means selling yourself as the solution with a sympathetic tone and a beat-the-blues mindset:

#### **Motivational social media posts and comments**

Whipping up some social media that can draw out anyone feeling a little isolated or down can reconnect people to the world. Just be sure to let them know about anything going on in store!

#### **Blue Monday meetups**

Everyone will be aware when the 'saddest day of the year' arrives. But shying away from it won't inspire people to head over. Even if your store isn't much of a hosting space, let customers know you're a shelter from the storm, with friendly faces and a warm welcome.

#### **January challenges and contests**

Everyone may be making New Year's resolutions, but you can make yours stand out with a fun challenge, such as a mad hair month (post the best that comes in, just make sure they're entering the contest), sponsored cycle on an exercise bike (keep the pedals turning all month), or a 'share your winter story' to get people talking about the fun they've had in Januarys gone by.



# 5 Epos Now masterclass

## Stock tips to stay ship-shape

Your inventory can go through several transformations throughout Q4. Christmas product lines and winter favourites can shake up your shelves, in addition to the usual ebbs and flows as fads come and go. So what tricks can you keep up your sleeve to get you through the season?

### Archiving

Archiving out-of-season products doesn't just clear up your active products list, it makes it easier to switch between seasons. Come winter, you don't need to be filtering out the sandals and sundresses for a clothes store. What you need is the coats and hats. Archive one, and activate another, and boom! You're ready to go.



**Till tip:** To archive a product, go to the product list in your Epos Now system, hit the three dots on the right, and tap archive. In your archive list, you perform the same action in reverse to restore products.

### Bulk updates

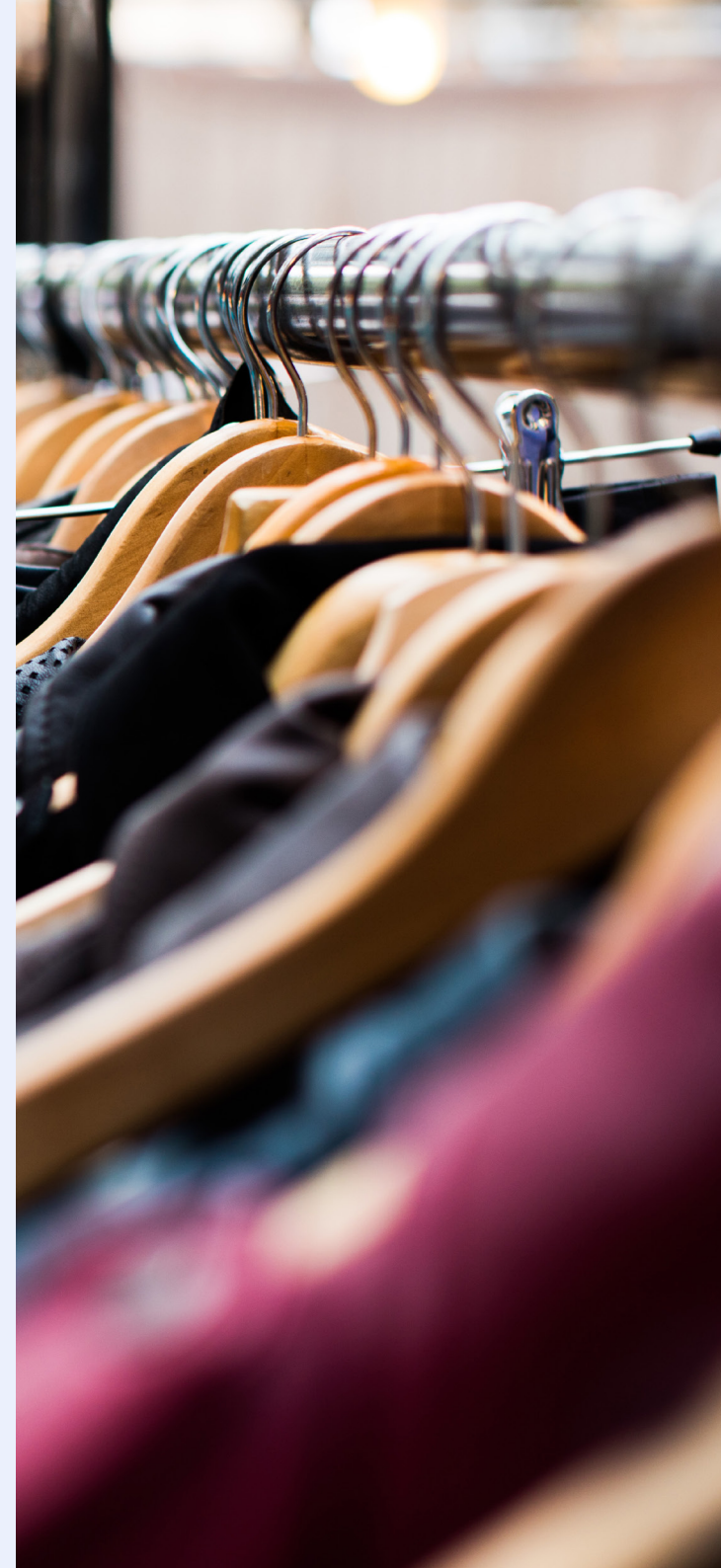
When you have thousands of products to get onto your system, working via spreadsheet makes life a lot easier! But did you know you can also use the Epos Now Bulk Import app for updating your stock levels? The stock import template provides your full products list in spreadsheet form, with cells for stock levels, minimum and maximum stock levels and stock alert notification options you can update en masse in a flash.

### Stocktake permissions

Don't compromise on security or efficiency with your staff management. Get the best of both by editing your stocktake permissions for your staff roles. This can simplify the system for staff to use too!



**Till tip:** To adjust staff stock permissions go to Manage > Staff > Staff Roles. Edit the role for staff to access Stock Send (transfers), Stock Receive (deliveries), Stock Take, and Unrestricted Stock Take. Hit save and it'll update the staff role!





## Recommended POS reports

Knowledge is power in business, and Epos Now makes it easy to access your crucial business data. Here's a quick refresher on some of the key reports you can use to understand what the crazy season looked like using the Epos Now Back Office:



### Non-selling stock report

Spotting your best-sellers is easy. Every five minutes, someone seems to have popped one on your counter, making them hard to miss. But what about the slower-moving products? Your non-selling stock report will compile a list of all the product that's stayed on the shelves - so you can decide whether to push it, pull it, or let it dwindle over time.



### Sales by product report

You may know some of your favourites, but how much money does each product really bring in? Some may well surprise you, selling well but making very little margin. Filtering your product sales for profit, numbers sold, and adjusting for time periods can help you time promotions, predict stock required, and continue making the right calls on those products that really make a difference.



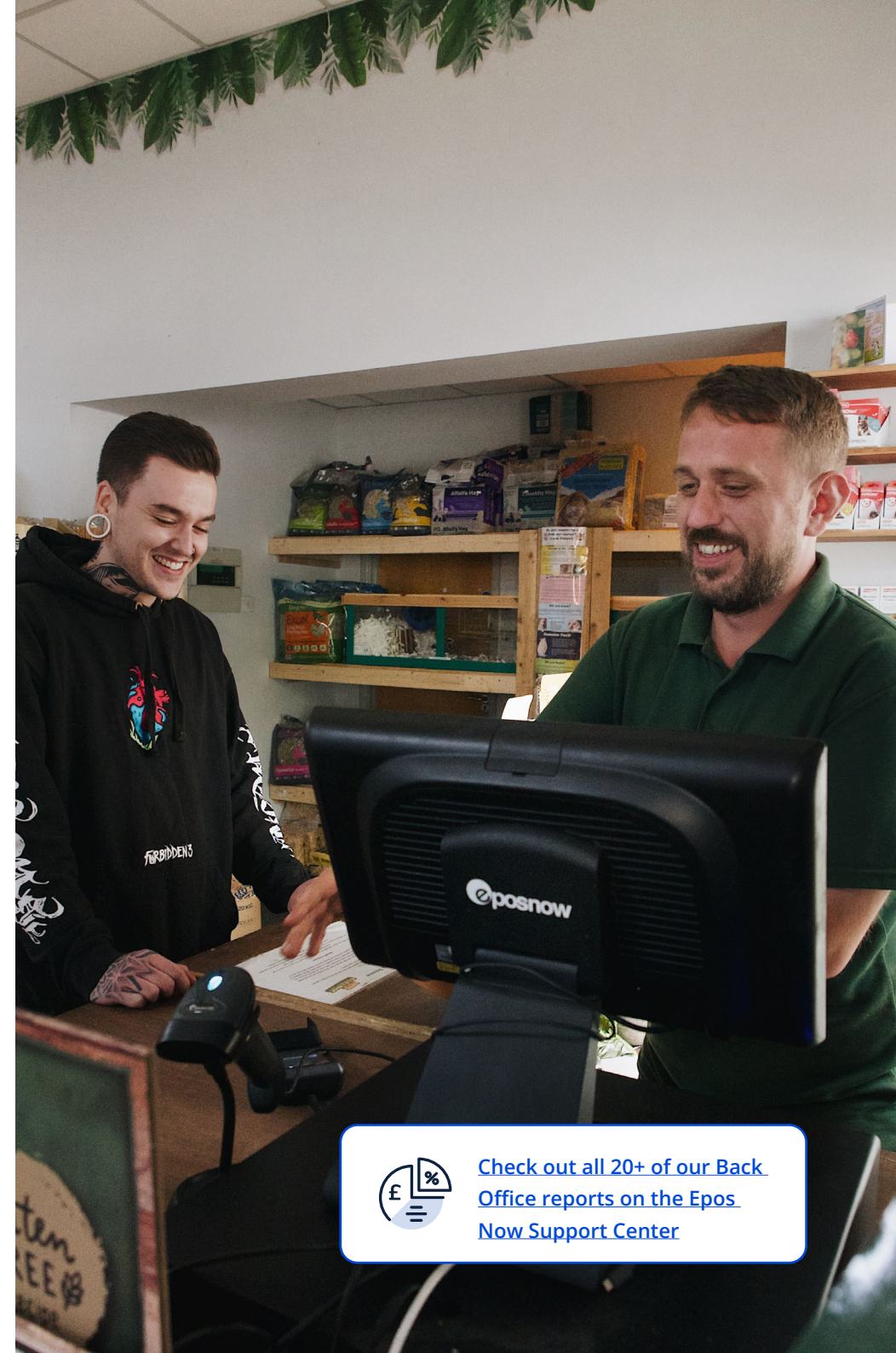
### Time comparison report

When was this year better than last year? What did you do differently? Travel through time from your first day to this very moment, to see which days and decisions really paid off. That turns your Epos Now system into a crystal ball, helping you predict how to take your sales to new heights!



### Promotion report

How many different promotions did you try in 2024? How many did you consider a success? Your promotion report can tell you how large a discount you actually offered your customers, weighed against how many times you applied it and the total sales value it brought to the business. Want to know which products customers like in the promotion? It can tell you that too!



[Check out all 20+ of our Back Office reports on the Epos Now Support Center](#)



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## Your Q4 business calendar

Stuck for ideas? Around the world, every month features a bunch of special dates you might want to use to plan your promotions. Here are our picks...







# November 2024

## Movember (Global)

## National Novel Writing Month (NaNoWriMo) (Global)

Event	Region	Date
Stress Awareness Day	Global	6th November
Remembrance Sunday	UK	10th November
Veteran's Day	US	11th November
King's Birthday	UK	14th November
Entrepreneur's Day	Global	19th November

Event	Region	Date
Beaujolais Nouveau	Global	21st November
Thanksgiving	US	28th November
Black Friday	Global	29th November
St Andrew's Day	UK	30th November







## December 2024

Decembeard (Global)

National Write a Business Plan Month (US)

National Giving Month (US)

Event	Region	Date
Advent begins	Global	1st December
Cyber Monday	Global	2nd December
National Day of Giving	Global	3rd December
Small Business Saturday	UK	7th December
Green Monday	Global	9th December
UNICEF Day For Change	Global	11th December

Event	Region	Date
Christmas Jumper Day	UK	12th December
Christmas Eve	Global	24th December
Christmas Day (Bank Holiday)	Global	25th December
Boxing Day (Bank Holiday)	Global	26th December
Leftovers Day	Global	27th December
New Year's Eve	Global	31st November



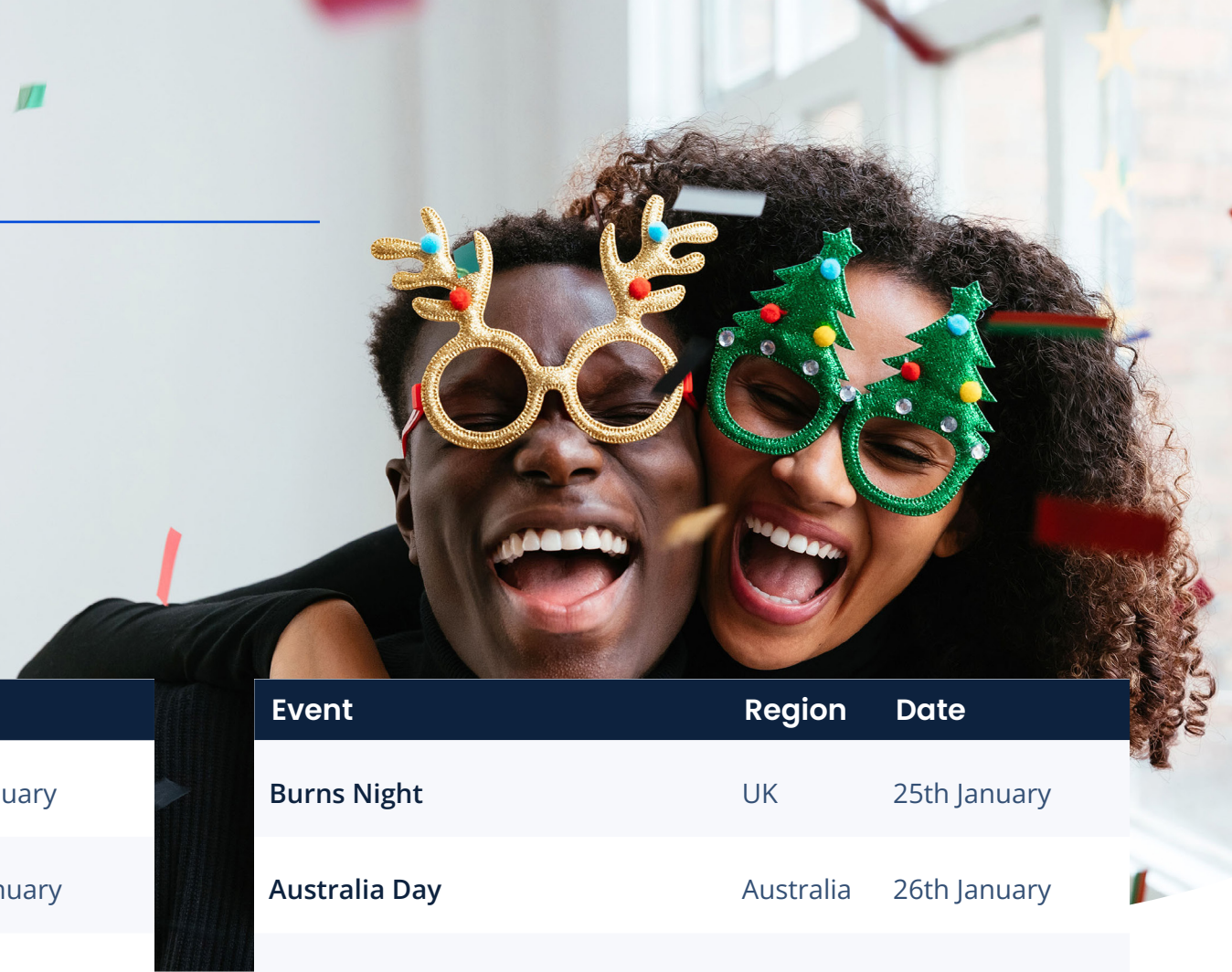




# January 2025

Dry January (Global)

Veganuary (Global)



Event	Region	Date
New Year's Day (Bank Holiday)	Global	1st January
Tolkein Day	Global	3rd January
Twelfth Night	Global	5th January
Golden Globe Awards	US	5th January
Blue Monday	Global	20th January
Martin Luther King Day	US	20th January

Event	Region	Date
Burns Night	UK	25th January
Australia Day	Australia	26th January
Chinese New Year's Eve	Global	28th January
Chinese New Year's Day (Snake)	Global	29th January
National Fun at Work Day	US	31st January





## February 2025

### Black History Month (US)



Event	Region	Date
Grammy awards	US	2nd February
Groundhog Day (Hedgehog Day in Europe)	Global	2nd February
World Ukelele Day	Global	2nd February
Waitangi Day	New Zealand	6th February
Charles Dickens Day	Global	7th February
International Day of Women and Girls in Science	Global	11th February

Event	Region	Date
Darwin Day	Global	12th February
Galentine's/Palentine's Day	Global	13th February
Valentine's Day	Global	14th February
Random Acts of Kindness Day	Global	17th February
Pokemon Day	Global	27th February



# 7

## Start planning for Valentine's Day

**There's no rest for the wicked. Christmas is over – now get ready for Valentine's Day!**

### Get your business on the map

Millions of people will be scouring the internet, and the high street, for the perfect Valentine's Day gift, and selling personal gifts to people in love is a great opportunity to connect with new customers..

Use every available method to get in front of customers: use your shop window, local inventory advertising online (try [Epos Now's NearSt app](#) to get started), via email through programs like Mailchimp, as well as with social media, paid Google ads, and traditional methods like posters and other physical advertising methods.

### Valentine's Day marketing ideas

#### 2 for 1 never looked better

Give customers in love something they can share. BOGOF deals and bundles make perfect sense on your Valentine's product lines, like drinks and chocolate or card and flowers.

#### Create your own love stories

When you write your marketing materials, make them personal. Invite customers to share their love stories, or share some of your own. Valentine's Day is an opportunity to get creative (and a little soppy!)

#### Don't forget about Galentine's and Palentine's Days

February 13th is a growing, but very marketable date for those singles with platonic loves they want to celebrate. Add some product lines for the friends, and share a post or two for them, getting ahead of your more traditional competitors.







# Thanks for reading

Epos Now is a leading global payment and point-of-sale provider, loved by over 63,000 business locations in the retail, hospitality, and service industries.

Our cloud-based platform lets you manage payments, staff, customers, and inventory effortlessly from any device, anywhere. With ecommerce, delivery, and collection features, we help your business adapt, grow and thrive. We're here for you every step of the way, with dedicated support to help you get the most out of your Epos Now system.

**Join us in simplifying your operations and raising the bar for customer satisfaction!**

