



The Q4 hospitality business guide for end-of-year success 2023

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1 Introduction

Feeling overwhelmed by the upcoming holiday season in the hospitality industry? Worried about missed opportunities? Unprepared for the potential chaos?

You're not alone. Many business owners are facing the same worries.

But fear not! We're here to help with our Q4 business guide.

Inside, you'll find a handy holiday calendar and some insider tips to whip your business into shape for each occasion.

By the end, you'll be in the driver's seat, equipped to:



Amplify your brand

Become a pro at making your business irresistible and encourage more customer spending by giving them unforgettable experiences.



Boost your sales

Find new opportunities, attract more customers and keep them returning.



Implement masterful strategies

Stay in charge of your business finances, strengthen customer relationships and be prepared for any challenges.

And if that's not enough, we've even added in our **favourite point of sale (POS) reports** and app integrations to help you streamline your operations.

2 Q4 marketing calendar:

Mark your calendars with these key holiday dates in Q4 2023 and prepare to create unforgettable experiences to boost your business throughout the season.



October 2023

October is a great opportunity run some effective discounts and promotions on seasonal products towards the end of the month, especially if leveraging Halloween.

| Event | Locales | Date |
|-------------------------------|---------|---------------------|
| Black History Month | UK | 1st - 31st October |
| Breast Cancer Awareness Month | Global | 1st - 31st October |
| Handwashing Day | Global | 15th October |
| World Food Day | Global | 16th October |
| Coffee Week | UK | 16th - 22nd October |
| World Pasta Day | Global | 25th October |
| Halloween | Global | 31st October |

[See more](#)





November 2023

November is an ideal window for hospitality businesses to craft enticing promotions centred around creative menus to captivate diners and boost monthly sales.

| Event | Locales | Date |
|------------------------------------|---------|---------------|
| World Vegan Day | Global | 1st November |
| Roast Dinner Day | UK | 4th November |
| Guy Fawkes Night/ Bonfire Night | UK | 5th November |
| Diwali | Global | 12th November |
| Thanksgiving | USA | 23rd November |

Top tip: As the festive season kicks into high gear, plan and schedule your social media content at least two weeks in advance - it's one less thing to worry about!





December 2023

Demand is still very high in December - make sure you promote and discount your most giftable products before Christmas, make the most of Christmas markets, and be clear on your lead-time promises.

| Event | Locales | Date | |
|---|----------------------------------|--------------------------------|--------------------------|
| International Day of People with Disabilities | Global | 3rd December | |
| National Cookie Day | US | 4th December | |
| International Volunteer Day | Global | 5th December | |
| Festive Jumper Day | UK | 7th December | |
| Hanukkah | Global | 7th-15th December | |
| Winter Solstice | Global | 22nd December | |
| <u>Christmas</u> | Global | 25th December | See more |
| Boxing Day | UK, Australia, New Zealand | 26th December | |
| <u>New Year's Eve/Day</u> | Global | 31st December - 1st January | See more |





Get your finances in shape for Q4: A chat with your wallet

It's prime time to have a heart-to-heart with your wallet about getting your finances in tip-top shape. Here's your trusty guide to mastering financial finesse:

Reflect on Q3 performance

Before you plunge into Q4, look back at your Q3 financials. What soared? What stumbled? We recommend using the following reports, all available in your Epos Now Back Office:



Time Interval report - Compare this year's Q3 with previous years



Sales by Product report - Review the last 90 days to see which products over and underperformed



Employees report - Check in on your Q3 team performance to know who needs that extra training before the busy end of year

Use these insights to fine-tune your Q4 strategies and make savvy decisions.

[See all available reports in the Epos Now Support Centre](#)

Autumn/winter budgeting

As the leaves fall, expenses may rise. Ensure your budget accounts for higher utility bills as well as extra inventory, seasonal staff, and marketing campaigns to make the most of the autumn and winter shopping frenzy. (For our Australian businesses - enjoy the summer weather!)

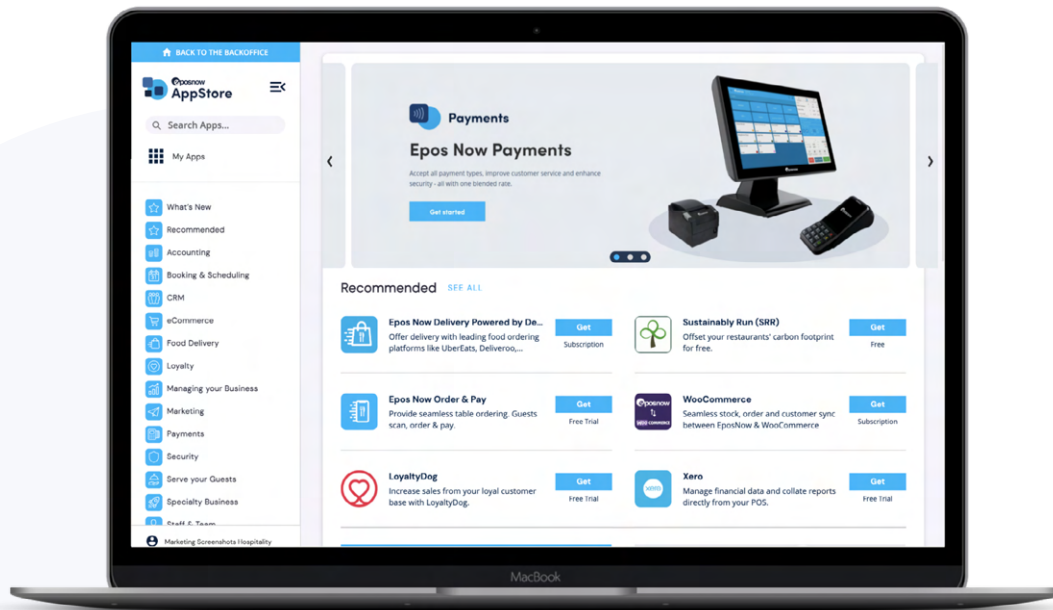
Set financial goals for success

What's your Q4 game plan? Whether it's hitting specific revenue targets, nurturing customer loyalty, or expanding your offerings, crystal-clear financial goals will help you stay on track.

Embrace financial automation

Spend less time on admin and simplify your financial operations with our integrations. Your Epos Now POS seamlessly syncs with accounting apps like Sage, Xero, and QuickBooks. Handle tasks like invoicing, payroll, and expense tracking effortlessly, giving you more time for what truly matters.

[See all our accounting apps in our Epos Now AppStore](#)



Prepare for Q1 of 2024

Most businesses fear the January lull. So plan ahead with your finances. Epos Now Capital offers from £1,000 to £1 million in funding to fuel your business growth, invest in marketing wizardry, and keep those cash flows cozy.

No hidden fees, no rigid monthly payments – you pay back when your customers do. And as long as you're an Epos Now customer, you can now get funding regardless of your payment provider.

Get your business finance in three easy steps:

- 1 We'll work with you to understand your business needs and provide a personalised finance offer without impacting your credit score.
- 2 Once agreed and approved, you'll receive the funds to invest in your business within 48 hours.
- 3 Payments are taken on a weekly basis at an agreed percentage of your card transactions, meaning you pay back as your customers pay you.

[Apply for Epos Now Capital](#)

Let's make Q4 your most financially prosperous season yet!

4 Masterful marketing for Halloween

Halloween is a BOO-ming event with millions of people celebrating worldwide. As a hospitality business owner, this is your chance to join the Halloween fun and stir up some scary-good profits. Remember, it's not just about the decor; it's about creating a memorable experience to keep your customers returning for more. Here's how:



Cook up spooktacular eats: Create a special Halloween menu with dishes and drinks that'll make your customers scream...with joy. Use seasonal ingredients like pumpkin, apple, and cinnamon. You could extend your restaurant, cafe or pub hours to offer your menu during a "Witching Hour Special" too.



Craft wicked signature drinks: Design a selection of Halloween-inspired cocktails and mocktails with quirky names like "Witches' Brew" or "Vampire's Kiss". This is great for getting curious customers to spend a little more! Or host a "Trick-or-treat happy hour" in the run-up to Halloween, where guests can choose a mystery cocktail...if they dare.



Deliver Halloween to their door: Make sure your eerie eats reach your customers on time and share spooky-themed discount codes on your social media to encourage more orders.



Unearth hair-raising fun: Host themed events, like costume contests, cryptic Halloween-themed treasure hunts, and live music nights. Get your staff onboard, and you'll have a perfect recipe for interactive, memorable ways to keep guests entertained.

Useful POS apps and integrations for Halloween



SimpleERB

Get 10% off your first 3 months!

Get the simplest restaurant diary and booking management system. Take bookings, avoid long queues, and keep your customers happy with "ghoulicious" dining.

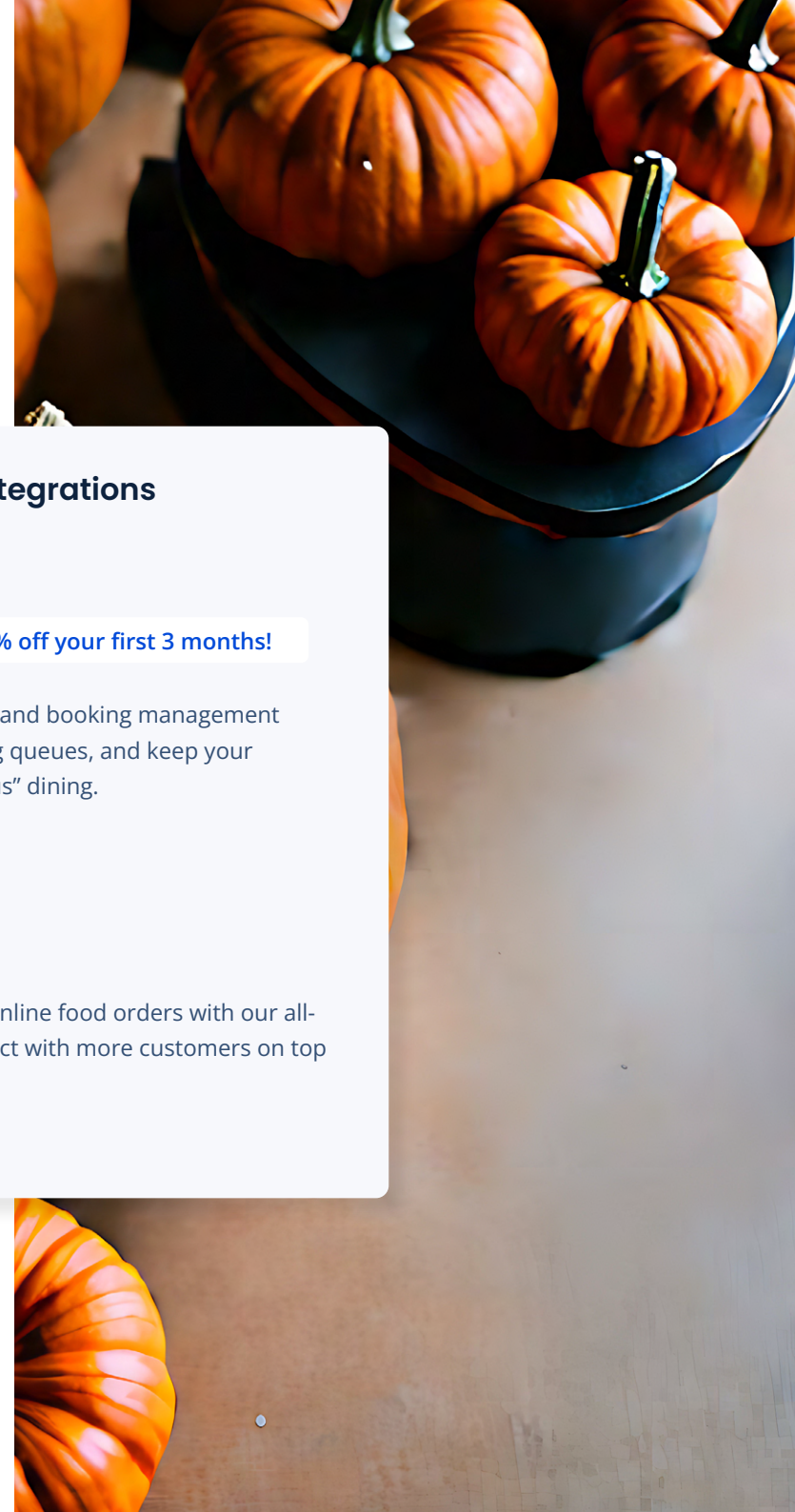
[Download now](#)



Epos Now Delivery

No tricks, just treats! Streamline online food orders with our all-in-one delivery dashboard. Connect with more customers on top food ordering channels.

[Download now](#)





eposnow

Payments

5 Epos Now Payments

With more footfall, you'll need to satisfy more customers - especially when it comes to fast, secure payment methods.

Our payment terminals seamlessly integrate into your hospitality point of sale (POS) system. Get everything from a single portal, all managed by one payment provider.

Satisfy more customers with fast, secure payment methods

Keep up with consumer demand by accepting all payment methods. You can accept a range of payment options too, including online payments via digital wallet.



One fixed rate

Payments made simple with a fixed processing rate, no matter the card.



Fully integrated

Epos Now Payments removes human error and works seamlessly with your Epos Now device for fast payments and easy reconciliation.



A single point of touch

One provider to support you with your POS and payments device.

[Get your offer](#)

[Learn more](#)

**Certain Epos Now products and services in this guidebook may vary by country; visit our website or contact sales for regional availability.*

8 Get Christmas-ready in 6 simple steps!

With a whopping [£20 billion](#) spent on Christmas hospitality in the UK alone last year, it's time to sleigh your Christmas preparations. Here's the down-to-earth marketing guide you need:

1

Predict the hustle and bustle: Dive into your sales data history using your trusty hospitality POS system. Spot your busiest days and most popular menu items using the **Time Comparisons report** and **Sales by Product report** in your Epos Now Back Office. This data will serve as your holiday compass, guiding you in planning optimal trading hours and stocking levels.

2

Rally the troops: Your team members are the unsung heroes of the holiday season. Ensure you've got enough hands on deck, and they're primed for the holiday hustle. Clearly define sales and service expectations and schedule shifts well in advance, including standby arrangements for contingencies.

3

Deck the halls with festive decor: Create a warm and inviting atmosphere that gets guests into the holiday spirit the moment they walk in. Most businesses begin decorating in mid-November to allow for a longer festive period and attract early holiday shoppers and diners. If your business relies heavily on holiday sales, you might opt for an earlier start to maximise the impact of your decorations.

Give more to your customers with these recommended POS apps



GiftTrees **FREE APP!**

This holiday season, dine with purpose. Offset the environmental impact of your restaurant meals and reduce food waste at zero cost to your business!

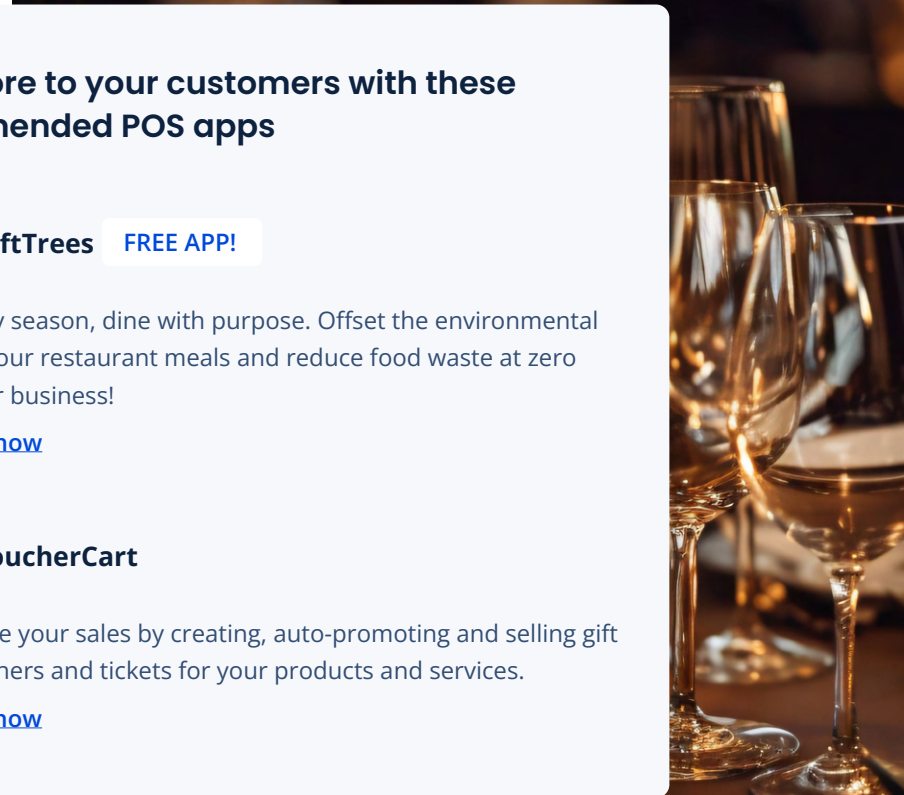
[Download now](#)



VoucherCart

Turbocharge your sales by creating, auto-promoting and selling gift cards, vouchers and tickets for your products and services.

[Download now](#)



4

Craft a Christmas culinary delight: Design a mouthwatering Christmas menu filled with festive favourites. Ensure your menu caters to a diverse range of tastes, including a variety of delectable desserts and drinks and advertise it early to get bookings ASAP!

5

Prepare for increased seasonal sales: Get ho-ho-holiday ready with efficient reservation management to avoid overbooking. Incentivise early bookings with deals, gift cards and discounts (this also helps with more effective event planning). Consider extending opening hours and make competitive pricing adjustments as necessary.

6

Market your Christmas magic: Spread the word about your festive offerings early, and keep sharing it throughout the season using social media email marketing and festive promotions. For expert tips on crafting an effective email marketing campaign for your hospitality business, [check out our blog](#).



Useful POS apps to help your business at Christmas



Epos Now Bill Pay

Simplify splitting bills during Christmas parties, and let your guests pay their bills from the table with QR codes and turn tables up to 20% faster.

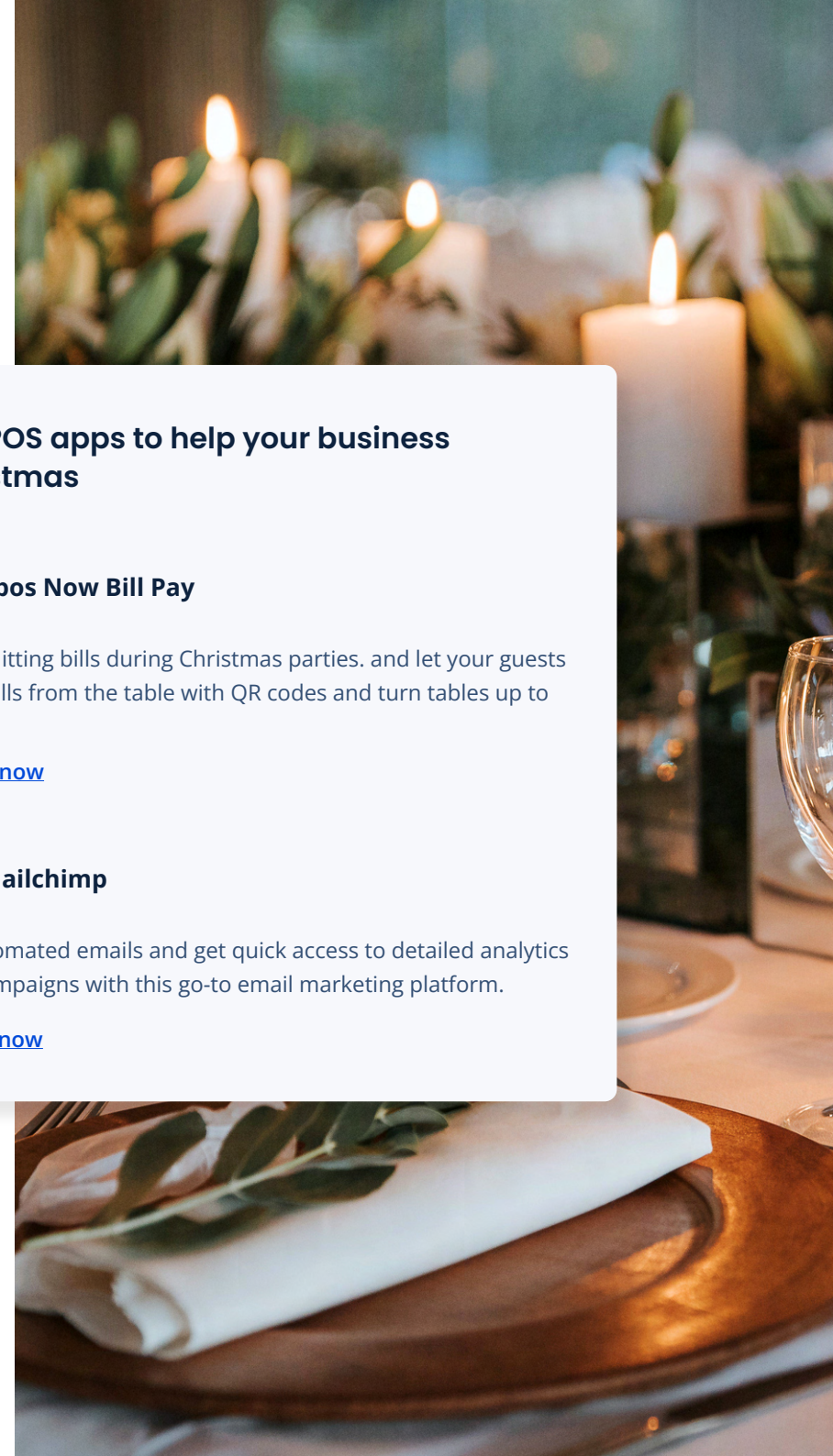
[Download now](#)



Mailchimp

Create automated emails and get quick access to detailed analytics on your campaigns with this go-to email marketing platform.

[Download now](#)



Party-poppin' marketing ideas for your NYE bash!

The New Year's Eve countdown has begun, and it's time to sparkle, shine, and make your NYE event unforgettable! As you gear up for the most anticipated night of the year, here are some marketing ideas to ensure your celebration is the talk of the town:



Dazzling social media teasers: Start with teaser posts on your social media platforms early. Share sneak peeks of your NYE décor, special menu items, or entertainment lineup to build anticipation (especially if you include an event theme!).



Exclusive early bird tickets: Create a sense of urgency by offering limited-time early bird ticket discounts. Reward those who secure their spot at your event early.



NYE countdown email campaign: Send out a series of engaging email campaigns. Share stories from previous NYE parties, highlight what's new this year, and emphasise the limited availability of tickets.



Collaborate with local influencers: Partner with local influencers or bloggers to promote your NYE event. Their reach and authentic recommendations can attract a wider audience.



New Year's countdown contest: Host a contest on social media where participants can share their New Year's resolutions or their favourite NYE memories. Offer event tickets or exclusive party packages as prizes.

Bonus tip: After Christmas, it's prime time for NYE plans to come together. Plan ahead to kick your marketing into high gear right after Christmas ends!





New Year's Eve safety: 8 tips for a secure night in your bar, club or pub

As we gear up for the big New Year's Eve bash, it's time to talk about keeping the good times rolling safely. Here are eight super important tips to ensure everyone has a blast while staying safe, with a little help from your friendly Epos Now hospitality POS system:



Prepare, prepare, prepare!

- **All hands on deck.** Give your staff ample time to arrange their schedules for the night. The more people on hand, the smoother the service, the more customers will tip and order.
- **Train your staff.** NYE is sure to be hectic, so deliver a full plan in advance and train staff on any changes to the regular routine. Don't put recent hires into the deep end - NYE is not the time to coach new staff!
- **Stock up.** We all know alcohol service isn't just about pouring drinks. Ensure ample supplies, from alcohol and mixers to extra glasses and restroom necessities, in case of unexpected crowds.
- **Streamline your menu.** Quicker bar service means more sales. Keep your popular drinks but consider a concise special menu for efficiency, where you can premake drink batches.
- **One final check.** Hold a pre-shift meeting with your team to assign duties and address any last-minute questions. Thank them for their hard work and encourage them to deliver the best service possible.



Boost your security

Consider adding to your security team for the night, and make sure everyone is synced up on processes. You want a team that's not just strong but knows how to handle any situation, from crowd control to smoothing out tensions.



ID checks

Keep your entrance tight with consistent ID checks, and make sure your staff can spot a fake from a mile away. You must refuse service if a customer can't provide a valid ID. Here are some tips on checking an ID's validity:

- Compare the ID photo to the person. Are their facial features the same? Are there signs of tampering with the photo?
- Check the card's rigidity and edges, and feel the front and back - real cards have a specific texture and thickness.
- Do a visual inspection of both sides of the ID, ensuring all security features like holograms and UV elements are present and fonts and formats are consistent. Look for grammar and spelling errors - legitimate IDs are typically error-free.
- Ask questions to the cardholder to confirm their answers match their ID and check their birthdate.
- If you have one, use an ID scanner to check the barcode or magnetic stripe.

Make sure you've set up our age verification tool to remind staff to check IDs on age-restricted products. Download [Epos Now Labs](#) to learn more and install our age verification feature.



Encourage responsible drinking

We love a good toast, but let's keep it in check. Train bartenders to spot overindulgence and call the police if necessary. Your priority is ensuring everyone has a positive experience at your establishment, so step in before things escalate and endanger anyone. Ensure there are plenty of non-alcoholic drink options, offer free drinks to designated drivers, and promote ride-sharing services.





Remove the paying drama

With people flocking to party all night, you're likely to see higher footfall than normal. Thankfully, your hospitality POS can ensure a smoother and faster checkout experience for your guests, especially during the busiest moments of the night. You only need to make sure your inventory and promotions are all prepped on your POS system before the big night, so your sales records remain accurate.



Crowd control 101

Big crowds are a given on New Year's Eve. Plan ahead with a strategy for crowd management, including keeping an eye on the headcount, making sure exits are clear, and having emergency procedures in place. Ensure you also have a plan on how to help guests leave the area when it's closing time.



End of the night

Spread the word about local transportation options to help your guests get home in one piece. Team up with a taxi company for discounted rides or promote public transportation. Encourage responsible choices!



Treat staff right

When your staff spends New Year's Eve working, show your appreciation. They're part of the celebration too!

By following these tips, you'll not only throw an incredible New Year's Eve party but also ensure everyone's safety. It's all about having fun while taking care of each other. Cheers to a safe and unforgettable night!

POS reports to make your hospitality holiday season merry and bright!

Your Epos Now point of sale (POS) system gives you the power to truly understand your sales. Here are some tips on maximising the use of your reports and which ones to focus on, all available in your Epos Now Back Office:



Forecasting festive trends - use your filters: Anticipating what's hot is key to holiday season success. Delve into your POS system's magical reports to analyse past holiday sales trends. Discover which products shone brightest in yuletides of yore by utilising the **report filters** to read up on the promotions, discounts, and deals you offered in previous Q4 periods.



Epos Now's time travel report: This is your moment to time-travel with Epos Now's **Time Comparisons report!** Compare this year's sales with those from merry seasons past. It's like choosing which season you want to revisit. If you need a little extra magic to lift your sales, these reports can be your holiday crystal balls.



Identify your top-sellers: Use the Epos Now **Sales by Product report** to spot your holiday headliners. These are your MVPs—your Most Valuable Presents! With this info, you can give them the spotlight they deserve and make sure you've got enough in stock for eager shoppers.



Farewell to the unwanted gifts: It's not all sugarplums and candy canes. Some inventory just doesn't work. The Epos Now **Non-selling Stock report** helps you clear out the Grinch's from your shelves. It's time to make room for the goodies that'll spread holiday cheer and not collect dust.





Identify your magic hours: During the holiday season, adjusted opening hours can be pure magic. Use the **Epos Now Time Intervals report**, filtered to hourly or half-hourly, to discover the best times to spread your holiday cheer. Tailor your hours to match peak shopping times.



Plan perfect promotions: Plan your promotions ahead of time with the Epos Now **Promotion report**. Whether it's surprise discounts, jingle bundle deals, or merry loyalty rewards, having a promotion plan is like having a sleigh full of presents ready to delight your customers.

[Check out our 20+ reporting guides on the Epos Now Support Centre.](#)

“With Epos Now, you know what you’re selling on a daily basis.
It’s all there in the reports.”

- Duncan McGregor, Planet Doughnut



Epos Now is a leading global payment and point of sale provider, specialising in assisting small and medium-sized enterprises in the retail, hospitality, and service sectors. With a mission to empower our global community of over 63,000 business locations, we harness cloud technology to create exceptional customer experiences.

Our cloud-based solutions give your business control of every element of your operations from any location and device, seamless payment processing, custom reporting, and efficient staff, customer, and inventory management. Adapt and evolve your business with Epos Now's robust ecommerce, delivery, and collection features too.

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

www.eposnow.com

