



# The Q4 retail business guide for end-of-year success 2023

## What's inside:

- [Introduction](#)
- [Your Q4 marketing calendar](#)
- [Tips on getting your finances in shape](#)
- [How to prepare your business for Black Friday and Cyber Monday](#)
- [Speed up sales with seamless integrated payments](#)
- [What can your retail business do for GivingTuesday?](#)
- [Get your business ready for Christmas and Boxing Day sales](#)
- [The top Epos Now reports you need to be using!](#)





# 1 Introduction

Getting your retail business ready for Q4 isn't just a smart move - it's the secret to supercharging your profits.

That's why we've whipped up a handy business guide to be your holiday helper.

From uncovering fresh selling opportunities to mastering strategies for handling the hustle and bustle of shoppers, this guide is your go-to for making the most the last of 2023.

By the end of it, you'll be in the driver's seat, ready to:



## Seize selling opportunities

Expand your customer base and propel your business growth.



## Implement winning strategies

Strengthen customer relationships and amplify your brand presence.



## Boost foot traffic

Master the art of marketing to keep customers coming back to your store.

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



# 2 Q4 marketing calendar:

Plan ahead and mark your calendars with these holiday gems and useful business dates in Q4 2023.



## 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
World Food Day	Global	16th October
Halloween	Global	31st October

**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!







## November 2023

Prepare your inventory and sales plans, as the week before Black Friday can get busy. Ensure your top-selling items are discounted and promoted, as these events are about big deals!

Event	Locales	Date	
Movember - Men's Health Awareness Month	Global	1st - 30th November	
World Vegan Day	Global	1st November	
Guy Fawkes Night/Bonfire Night	UK	5th November	
Remembrance Day/ Veterans Day	UK, USA, Australia, Canada, France	11th November	
Diwali	Global	12th November	
Thanksgiving	USA	23rd Novemeber	
Black Friday	Global	24th November	<a href="#">See more</a>
<u>Cyber Monday</u>	Global	27th November	<a href="#">See more</a>
<u>GivingTuesday</u>	USA	28th November	<a href="#">See more</a>







## 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 festive markets, and be clear on your lead-time promises.

Event	Locales	Date	
Small Business Saturday	UK	2nd December	
National Cookie Day	US	4th December	
International Volunteer Day	Global	5th December	
Christmas Jumper Day	UK	7th December	
Winter Solstice	Global	22nd December	
<u>Christmas</u>	Global	25th December	<a href="#">See more</a>
<u>Boxing Day</u>	UK, Australia, New Zealand	26th December	<a href="#">See more</a>
New Year's Eve	Global	31st December	







## 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!)



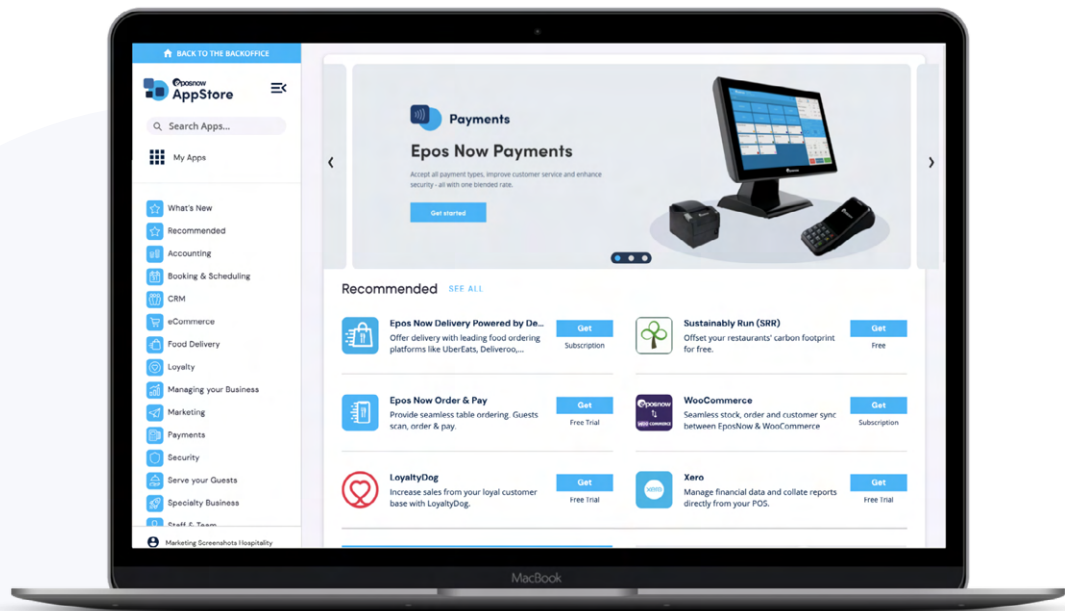
## Set financial goals for success

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 Black Friday and Cyber Monday marketing: clever ideas and strategies

Gear up your business for the shopping extravaganza of the year!



**Get online:** Get your store online now with our leading ecommerce platforms including Shopify, Wix and WooCommerce.



**Be proactive:** Plan your promotions, decide on discounts, and create compelling content well in advance. Remember to use a combination of marketing channels for your promotions.



**Leverage social media:** Run teaser campaigns on social media platforms. Run social media ads from the start of November, schedule posts in advance, and dedicate time to regularly engage with comments.



**Engage your customers:** Start running contests, polls, and surveys related to Black Friday and Cyber Monday. This not only builds excitement but also provides valuable insights.



**Email marketing:** Send out sneak-peek emails, exclusive offers to your email subscribers, and follow up with reminder emails as Black Friday and Cyber Monday approaches with our popular Mailchimp integration.



**Limited-time offers:** Create a sense of urgency with bundle offers, early bird specials or hourly deals. Highlight the scarcity of your products or discounts to prompt quick purchases.

## Useful POS apps and integrations:



### VoucherCart

Turbocharge your sales by selling products and services as gift cards, vouchers, and tickets, all with the magic of automation.

[Download now](#)



### WooCommerce

[Get 50% off your first 3 months!](#)

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

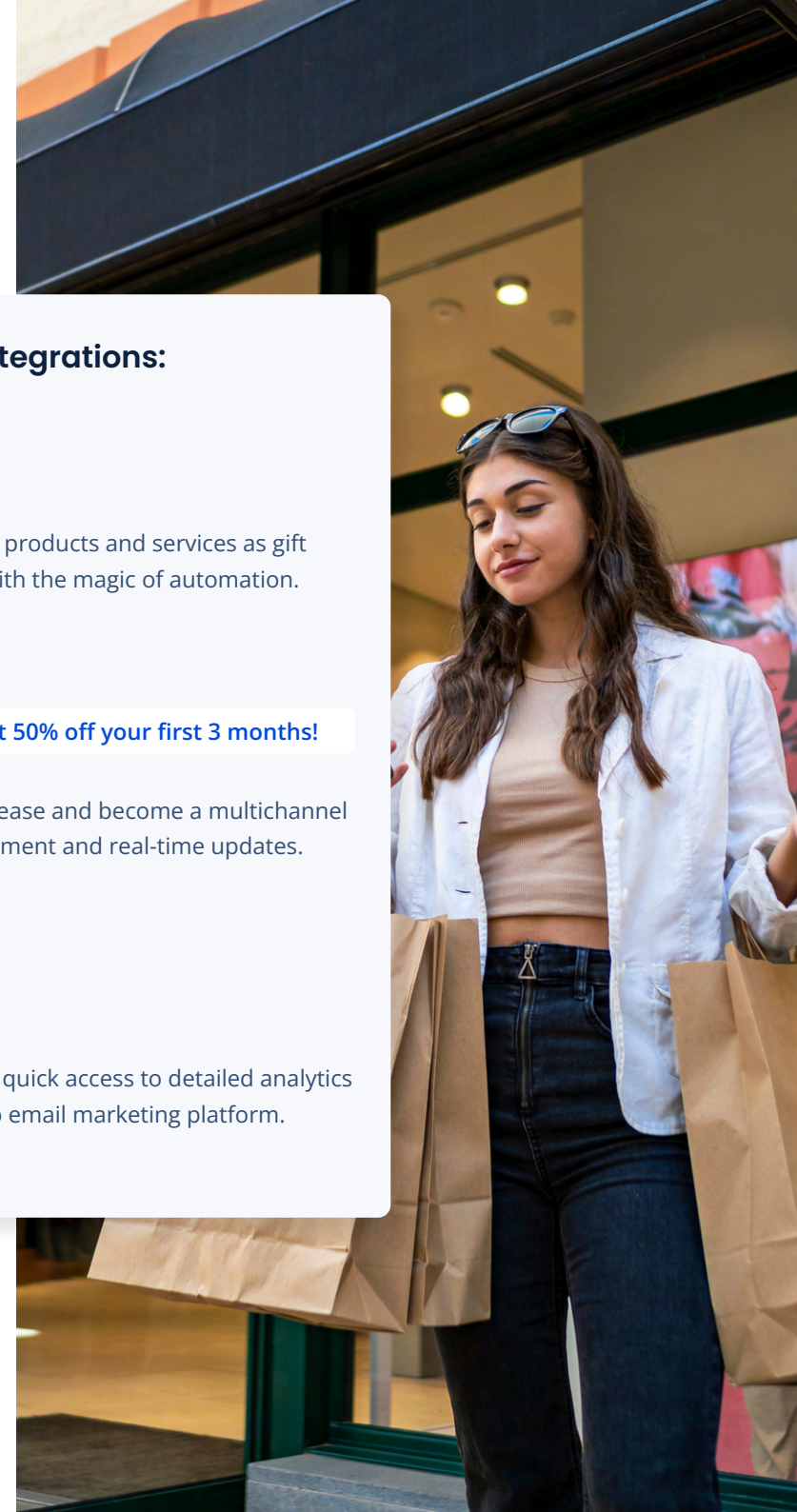
[Download now](#)



### Mailchimp

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

[Download now](#)







## Epos Now Payments

Our payment terminals seamlessly integrate into your retail point of sale 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, 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.*







## GivingTuesday toolkit for your retail business

Did you know that [85% of customers](#) like businesses that support causes they care about? And [83% of Americans](#) wish companies they deal with would back good causes (and [54% of Brits](#) think it should be law!). The holiday season naturally inspires giving, so here's your handy toolkit for GivingTuesday!

- **Share your skills:** Offer your professional know-how to a non-profit before GivingTuesday. Your expertise can be a valuable donation.
- **A purposeful partnership:** Match donations made by customers to causes that align with your Corporate Social Responsibility (CSR) strategy. Show you're in sync with your customers' values.
- **Accept multiple payment options:** Accept a variety of payment options to make it easy for your customers to contribute to the causes they care about.

Join the movement of businesses making a positive impact, and watch your customers respond with warmth and loyalty.

### Useful staff management POS apps:



**Deputy**

Simplify your staff management during the holidays using Deputy, the POS app that gives you automatic rota scheduling, attendance management, and performance tracking.

[Download now](#)



# Preparing your business for Christmas and Boxing Day sales

Prepare yourself: Christmas is right around the corner! For businesses, it's crucial you proactively prepare for the festive rush. This is a bustling period when shoppers are on the hunt for bargains (and maybe some late presents) - so expect your sales to soar.



## Inventory management and stocking up

Stock up early on hot-selling items well before Boxing Day by analysing past sales data to predict which products will be in high demand. Take the opportunity to offer discounts on slow-moving products to help clear your inventory.



## Store layout and display

Optimise your store layout to accommodate a higher volume of customers. Create eye-catching displays and signage highlighting discounts and ensure your staff are well-trained to deliver top-notch service.



## Make your socials more festive

Create jolly graphics, add holiday hashtags to your posts, and showcase your Christmas deals. Use countdowns to build anticipation for discounts, offer mystery boxes with daily exclusive gifts or discount codes, and utilise user-generated content to help drive sales.



## Prepare your website for increased sales

Make sure your site can handle increased traffic and that your checkout process is smooth and efficient. Why not try offering online-exclusive promotions to cater to shoppers who prefer to shop from the comfort of their homes too!

## Useful ecommerce apps and integrations:



Shopify

Get 10% off your first 3 months!

Take control of your online and offline stores with Shopify, the all-in-one ecommerce POS integration with real-time data insights.

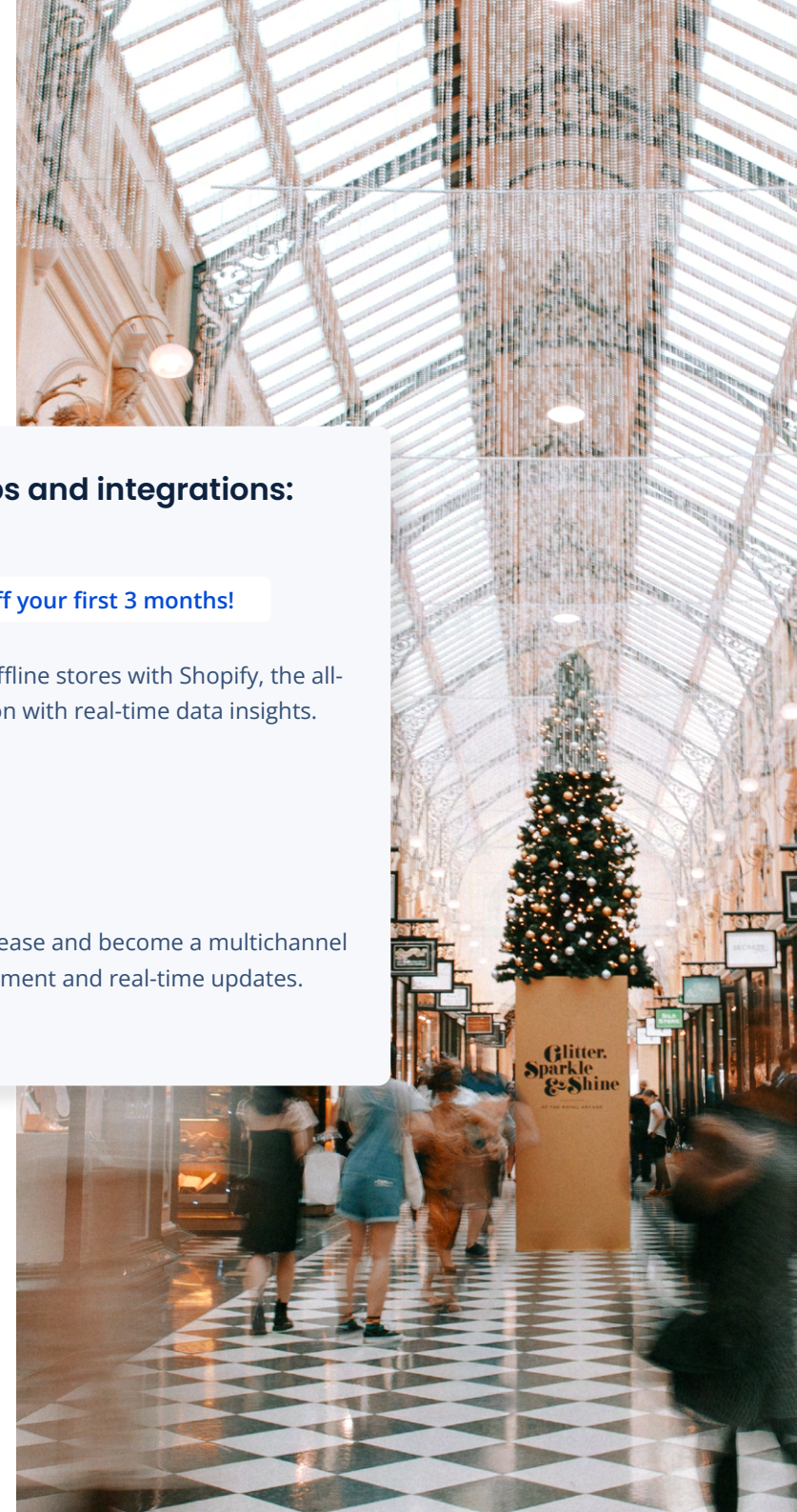
[Download now](#)



Epos Now Online

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

[Download now](#)





# POS reports to make your retail holiday season merry and bright!

Your Epos Now point of sale (POS) system gives you the power to truly understand your sales. Here's are some tips on maximising the use of your reports, 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 Grinches 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 and staff scheduling 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](http://www.eposnow.com)

