

THE SOCIAL BUTTERFLIES EVENTS

A site as polished as her events

A full redesign of tsb.events for a Black-owned, woman-led event planning and floral design company in Boston, built to turn visitors into booked corporate, gala, wedding and Martha's Vineyard events.

CLIENT
The Social Butterflies Events
Paige Pasley, MMH, CEO

SCOPE
Brand-aligned redesign, copy rewrite, competitor review, seven-page build

DELIVERED
September 25, 2026
Now in client review

DESIGN + BUILD
Tahisha Charles
M3 Multimedia Agency

PROJECT OUTCOMES

Website redesign, 2026

1 to 4

Ways to start an inquiry, up from a single Contact page

9

Past events on a new Portfolio page that didn't exist before

12

Client logos in one tone, up from four in mixed colors on the old homepage

10

FAQ answers replacing a keyword-stuffed footer paragraph

01 THE CHALLENGE

THE EVENTS WERE BIG. THE WEBSITE WASN'T.

TSB has 200+ events and clients like the City of Boston and State Street behind it. The old site gave a visitor almost none of that, and it never asked for the booking.

1

Headlines trapped in photos

Several hero images had their words baked into the file, so nothing could be edited, searched or read cleanly on a phone.

2

Proof with no punch

Client logos sat in clashing original colors, the one testimonial had no name attached, and there was no portfolio.

3

One road to booking

The HoneyBook form lived on the Contact page. No other page invited a visitor to start planning.

4

Long centered lists

Services ran down mostly white pages in centered stacks with little hierarchy to guide the eye.

5

Copy written for robots

A capitalized footer block repeated phrases like "event planners near me" for search engines, not readers.

6

An outdated leadership story

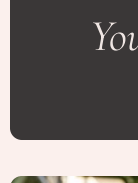
Materials still described two founders, and a Soul & Sangria photo on the site featured the former co-owner.

02 THE APPROACH

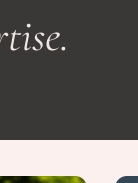
HER OWN MATERIALS SET THE RULES.

Every color, font and tagline came from Paige's logo files, Corporate One Sheet and social image grid. An early plum draft was cut because purple isn't part of her brand.

COLOR



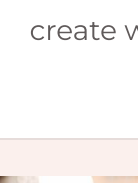
Logo coral
#D46657



Deep coral
#AE4940 for text and buttons



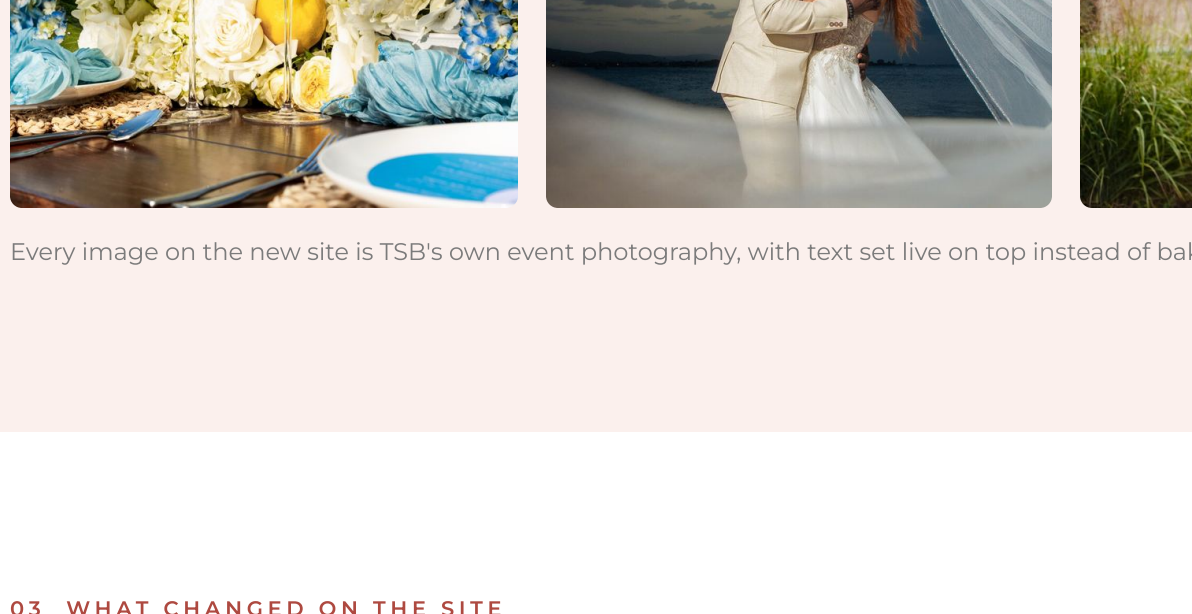
Blush
#F8F0ED



Charcoal
#3A3737



Logo grey
#7B787B



Every image on the new site is TSB's own event photography, with text set live on top instead of baked in.

BODY: MONTSERRAT

Set at normal spacing instead of the wide tracking on the old site, so paragraphs read easily. A short coral rule sits under headline, a detail lifted straight from her social grid.

Taglines on the site are hers, word for word, including "Big Ideas. Beautiful execution." and "Let's create what's next."

03 WHAT CHANGED ON THE SITE

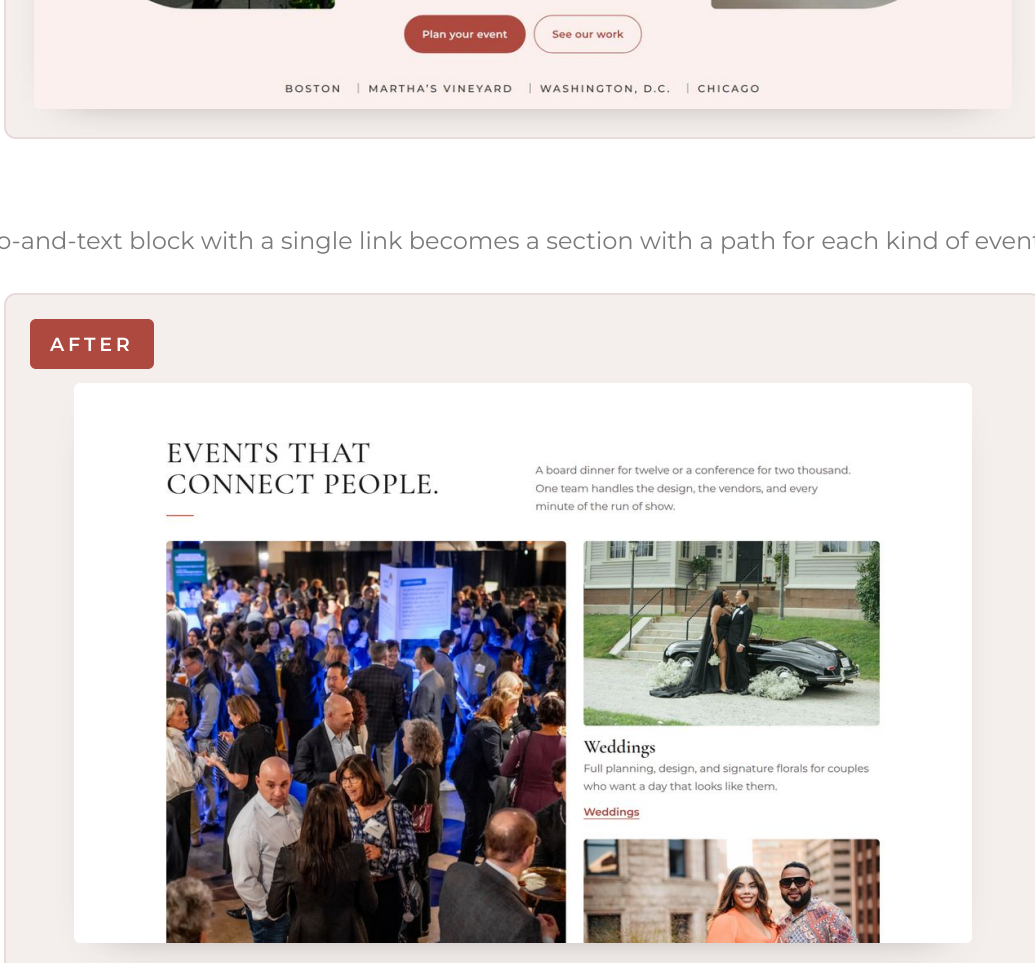
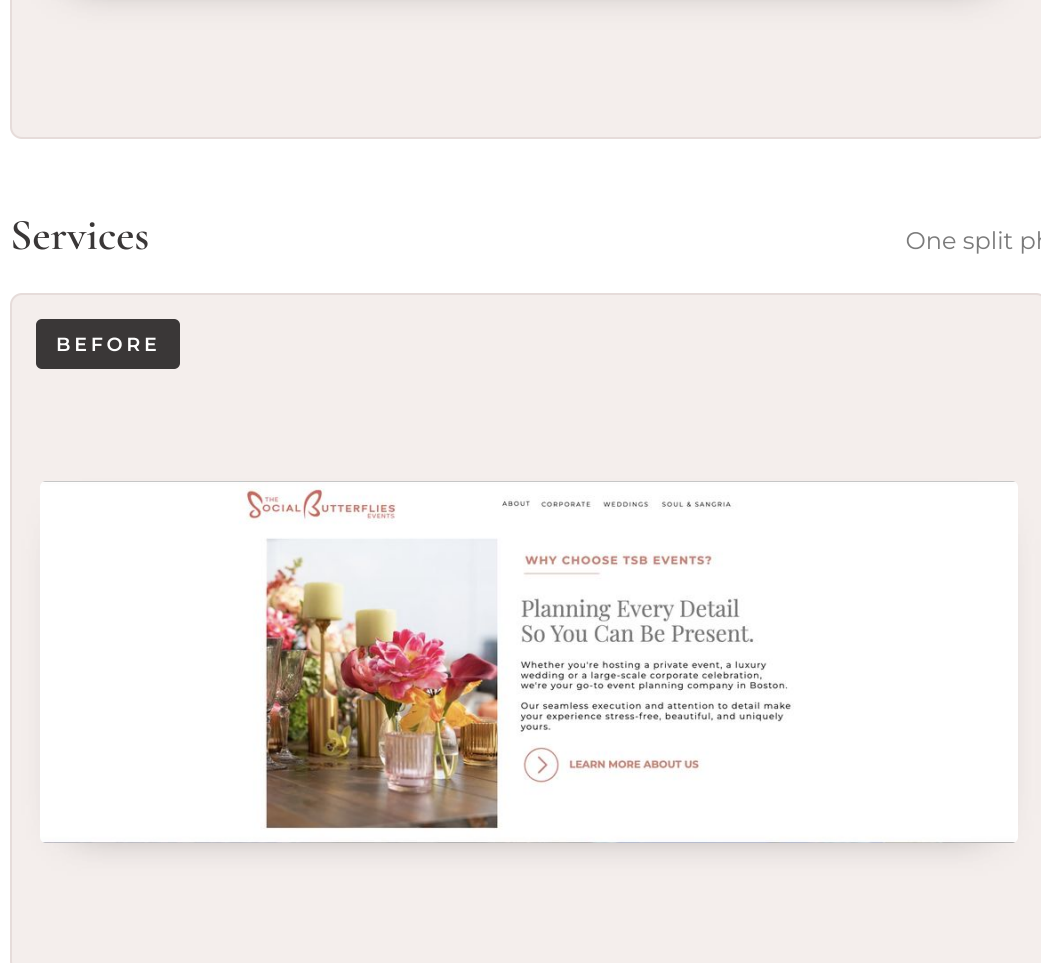
EVERY PAGE NOW ASKS FOR THE BOOKING.

A coral Plan your event button sits in the menu, each page closes on the same call to action, and a Martha's Vineyard 2027 popup is timed to the fall newsletter. All of it feeds the HoneyBook form Paige already uses.

BEFORE AND AFTER / TSB EVENTS HOMEPAGE

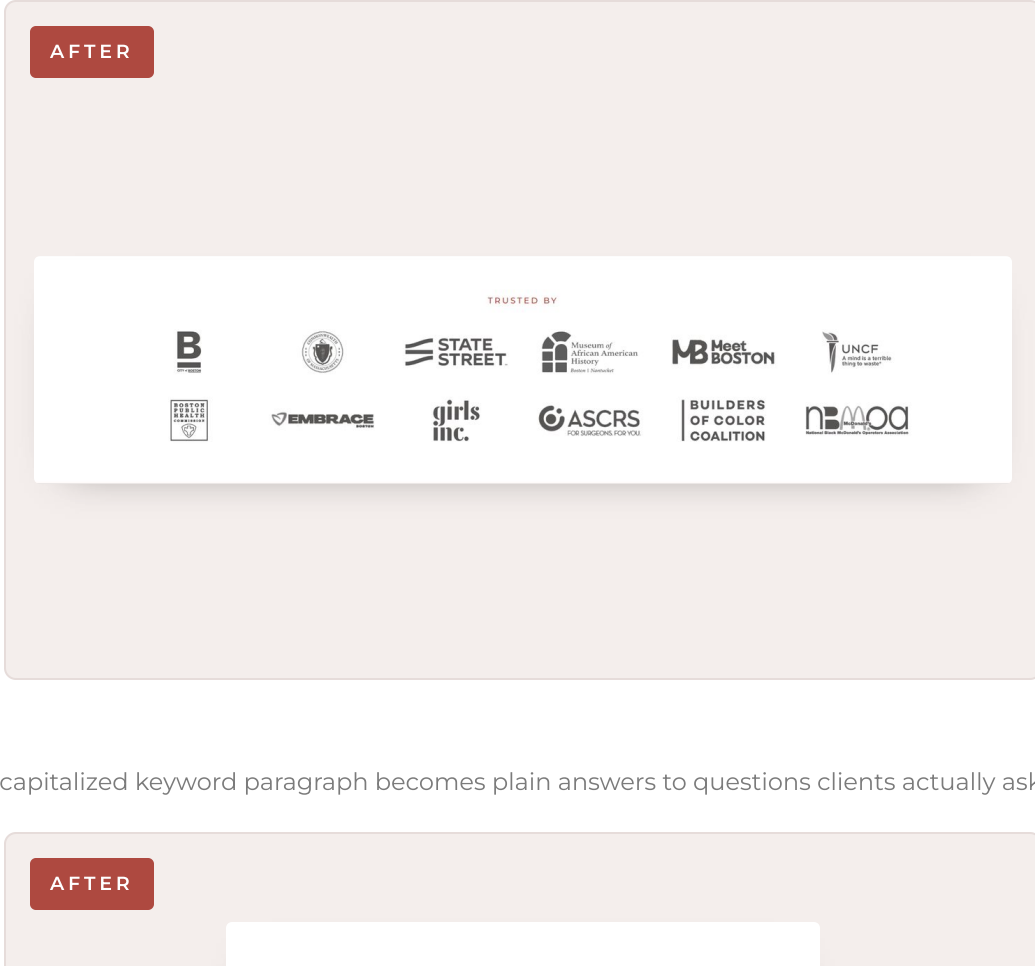
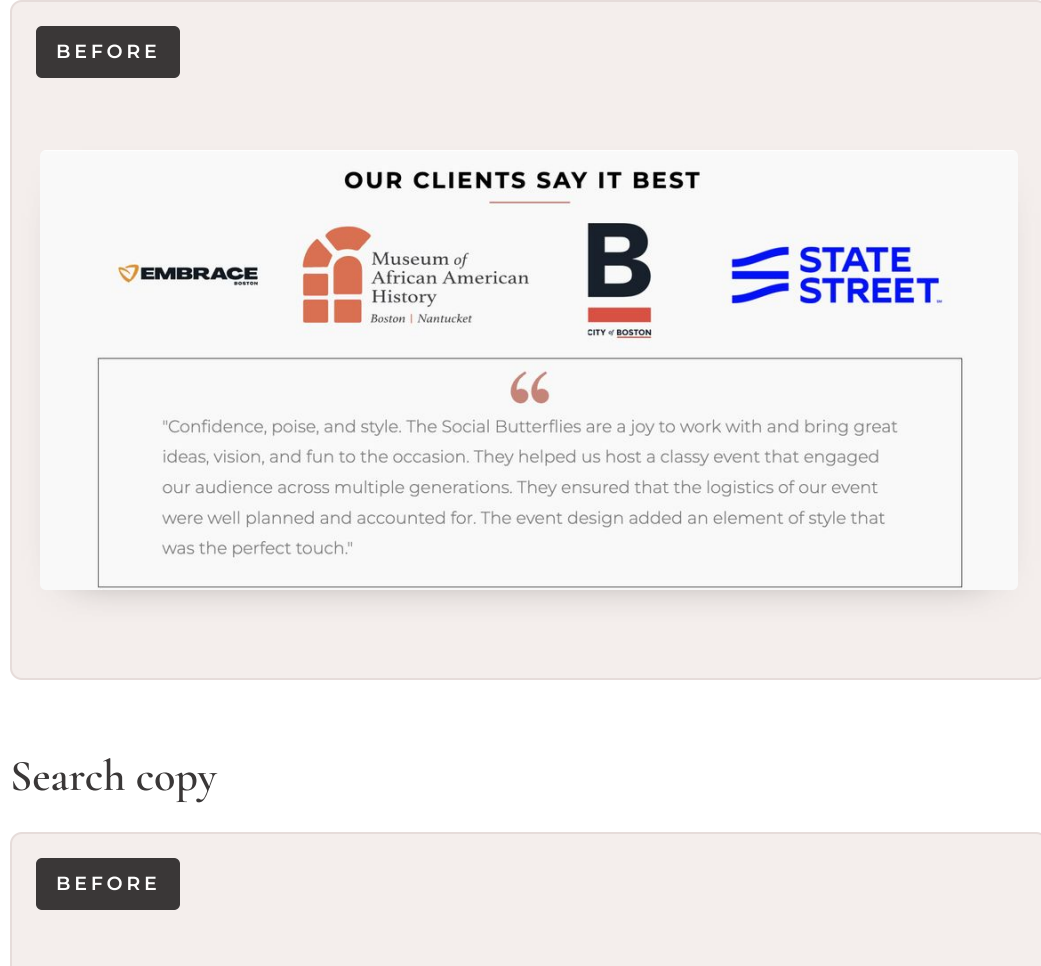
Hero

A tagline baked into the photo, clipped at the bottom edge, becomes live text with two booking buttons



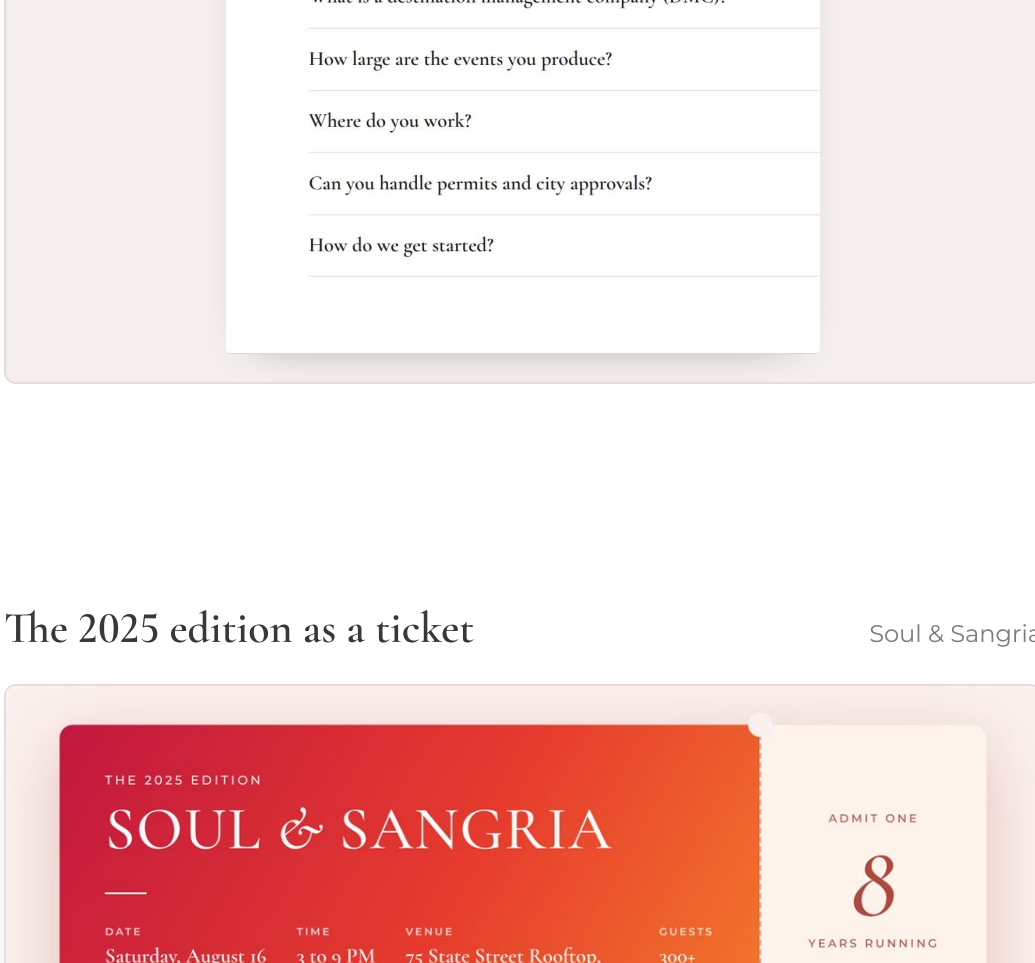
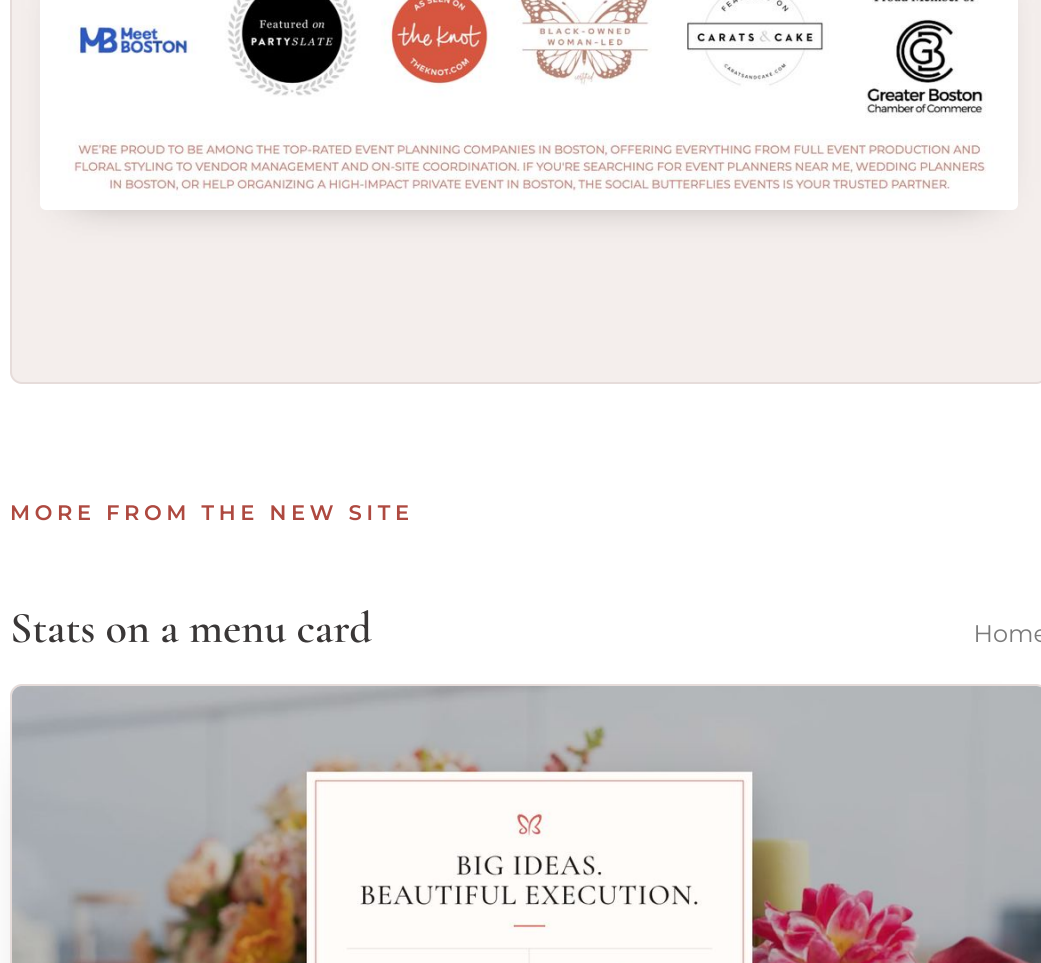
Services

One split photo-and-text block with a single link becomes a section with a path for each kind of event



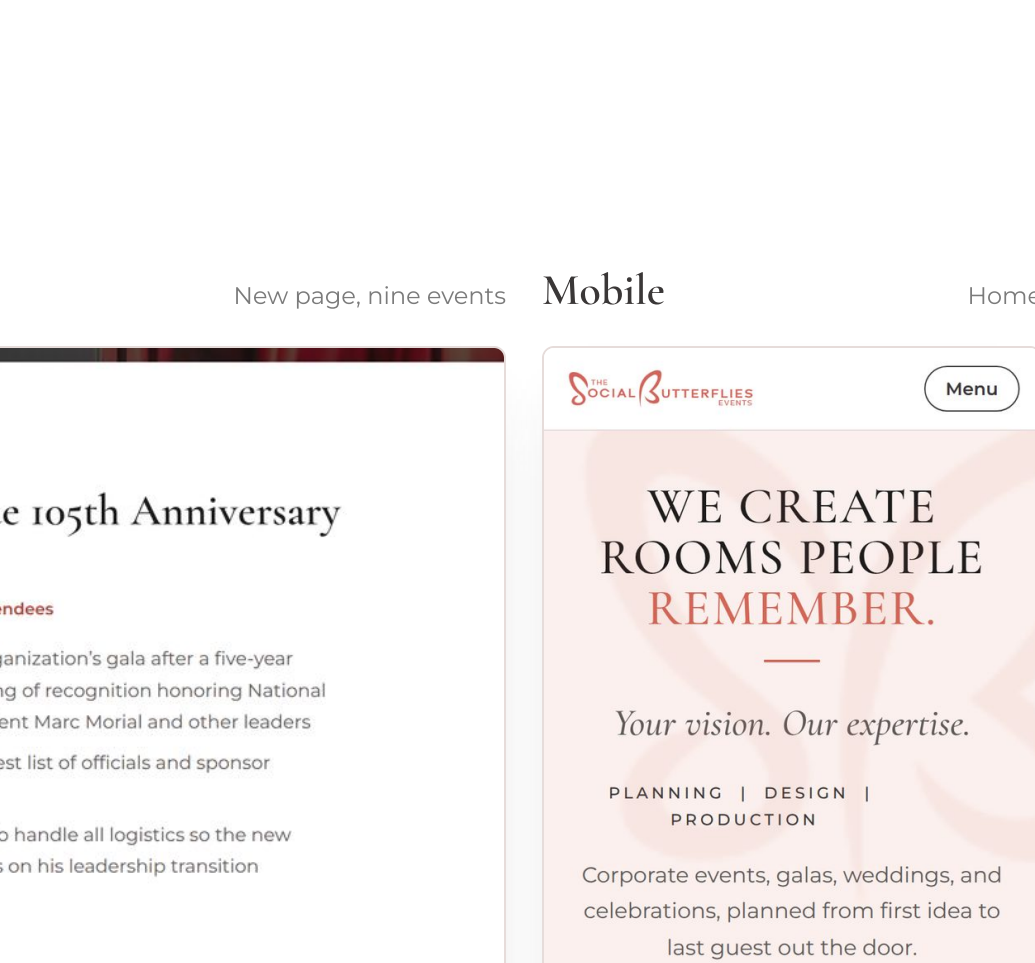
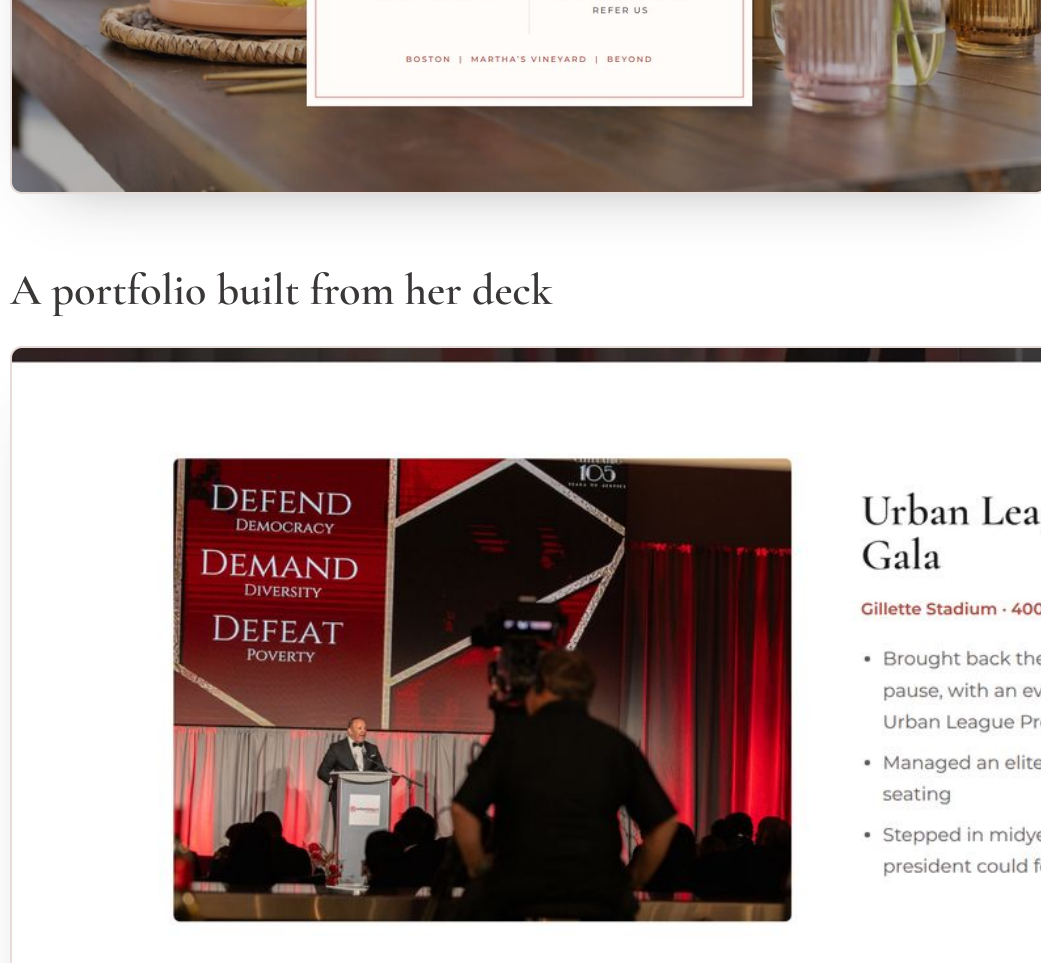
Client proof

Four logos in clashing colors and an unnamed quote become twelve logos in one tone



Search copy

A capitalized keyword paragraph becomes plain answers to questions clients actually ask



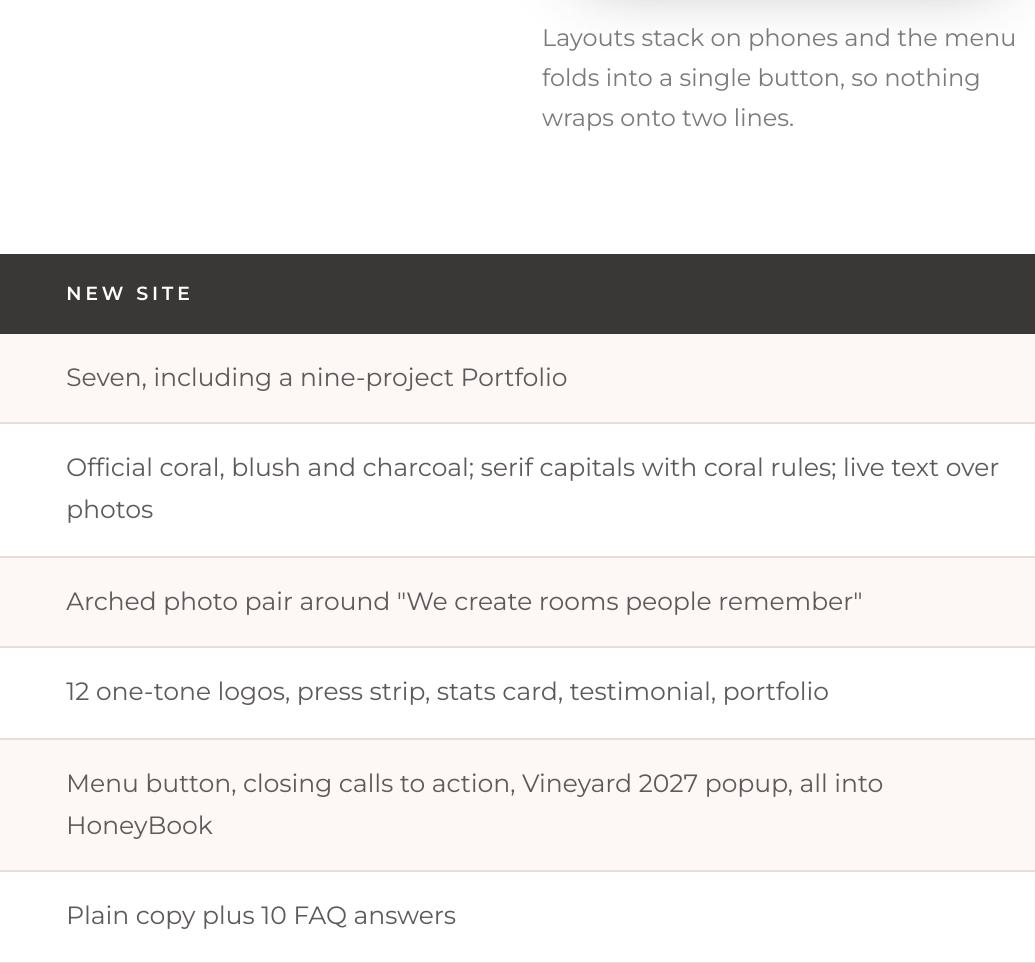
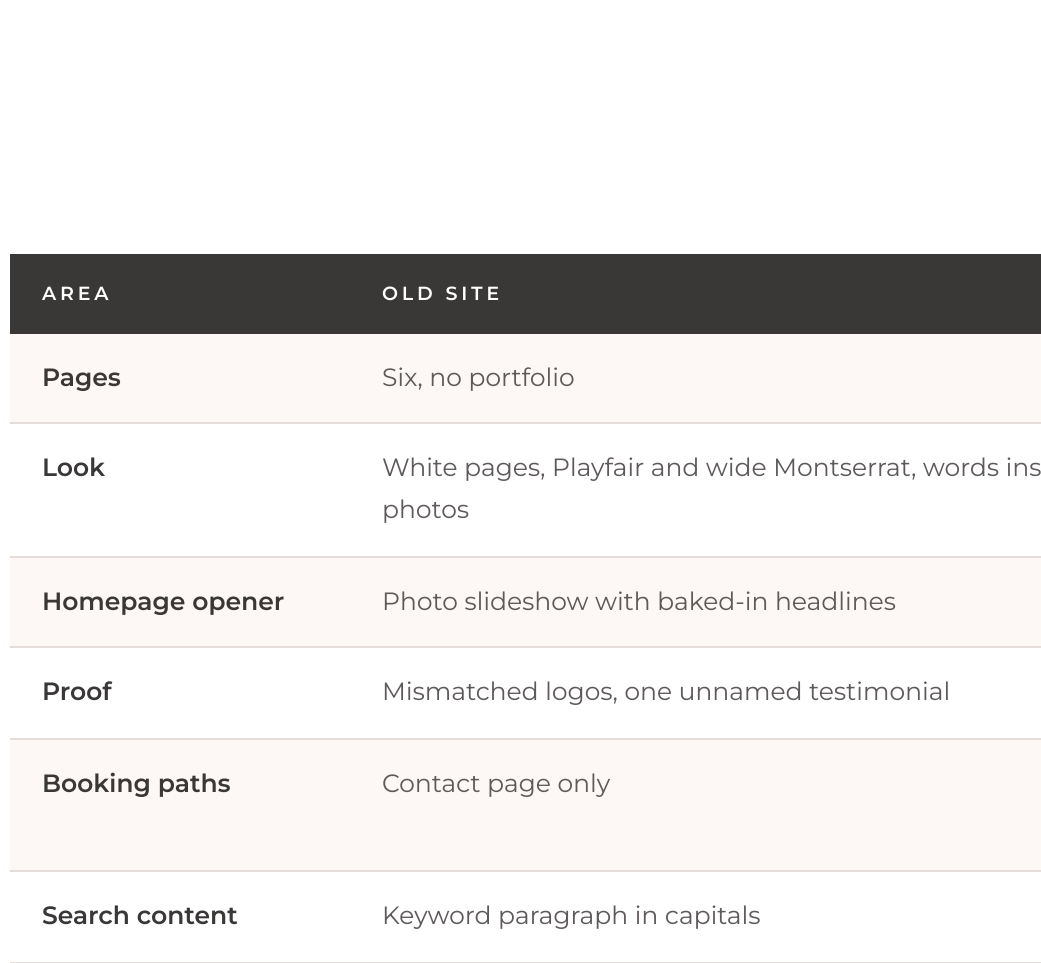
04 RESEARCH

Stats on a menu card

Home

The 2025 edition as a ticket

Soul & Sangria

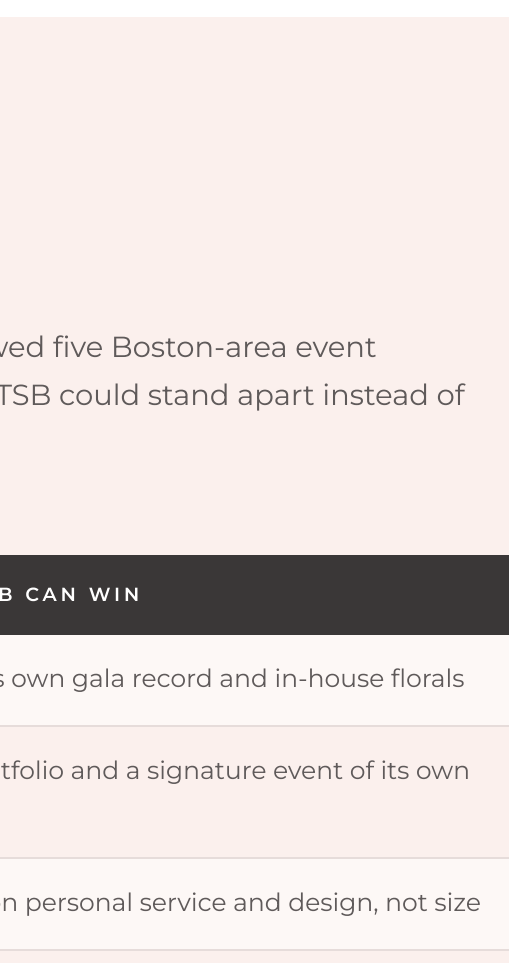
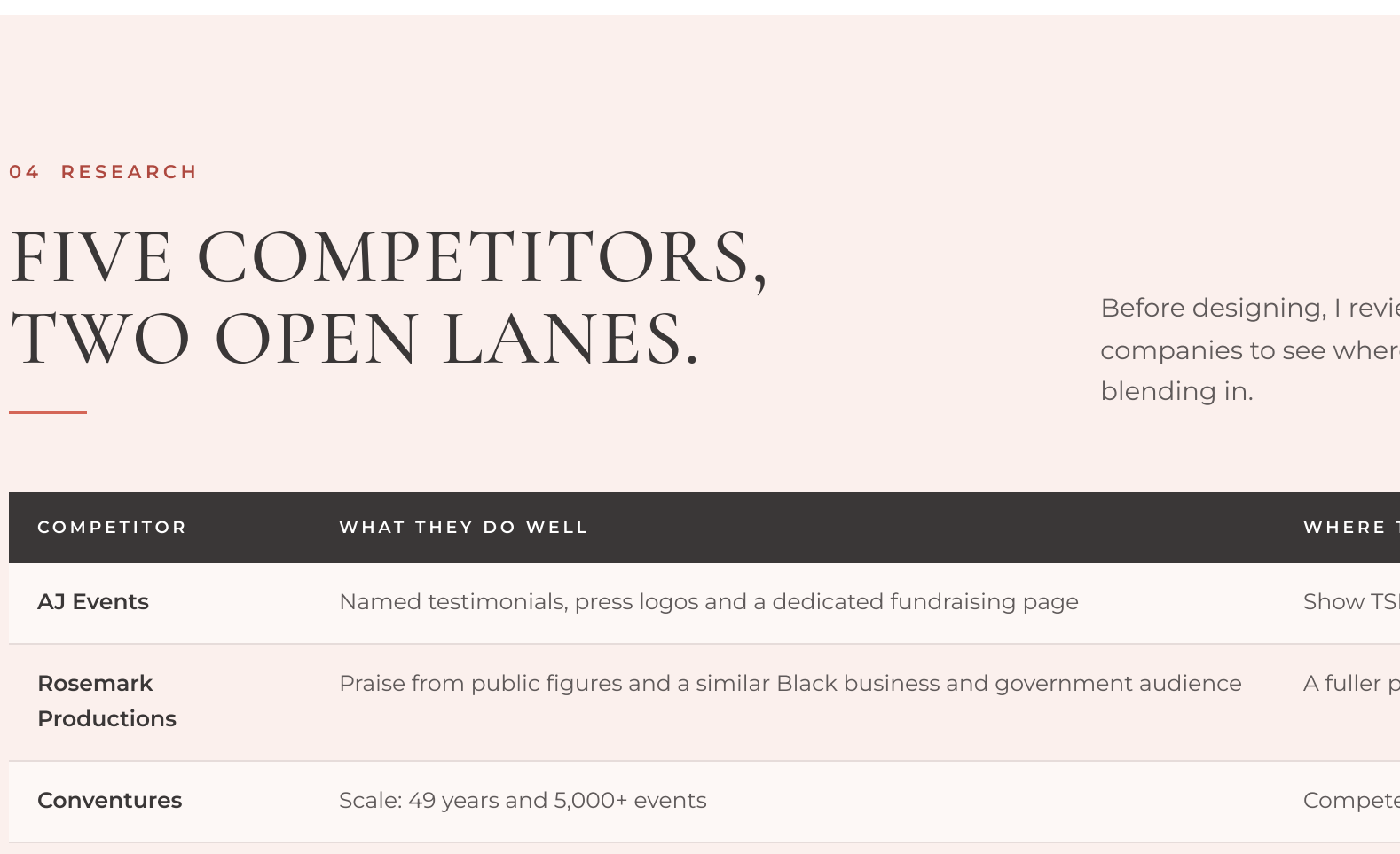


A portfolio built from her deck

New page, nine events

Mobile

Home



AREA	OLD SITE	NEW SITE
Pages	Six, no portfolio	Seven, including a nine-project Portfolio
Look	White pages, Playfair and wide Montserrat, words inside photos	Official coral, blush and charcoal; serif capitals with coral rules; live text over photos
Homepage opener	Photo slideshow with baked-in headlines	Arched photo pair around "We create rooms people remember"
Proof	Mismatched logos, one unnamed testimonial	12 one-tone logos, press strip, stats card, testimonial, portfolio
Booking paths	Contact page only	Menu button, closing calls to action, Vineyard 2027 popup, all into HoneyBook
Search content	Keyword paragraph in capitals	Plain plus 10 FAQ answers
Soul & Sangria	Event description and venue list	Six-photo slideshow, 2025 ticket, gallery, nonprofit partner, sponsor tiers, email sign-up
Leadership	Materials referenced two founders	Paige Pasley as sole CEO

05 BUILD NOTES

SMALL DECISIONS THAT DO REAL WORK.

A few details keep the site useful for visitors without getting in their way.

A polite popup

The Vineyard 2027 offer appears after 8 seconds or a third of the way down, skips the inquiry page, and stays hidden for a week once closed.

The form she already uses

Her existing HoneyBook form is embedded, so leads land where she manages them today. A backup link opens it in a new tab.

Slideshows that pause

Page heroes rotate four to six photos with a Pause button, and hold still for visitors who turn off motion.

A menu that fits

Below about 1,180 pixels wide, the links fold into one Menu button, and the header stays pinned while visitors scroll.

06 ACCURACY

EVERY CLAIM TRACES BACK TO HER DOCUMENTS.

A company pitching the City of Boston and State Street can't carry an outdated or unsourced line. Anything unconfirmed went on an open-items list instead of onto the site.

Led by two women

Led by Paige Pasley

All co-founder wording now names Paige as sole CEO, and the former co-owner's photo came down.

Sponsorship prices and a budget drop-down

No pricing anywhere

Dollar amounts were removed sitewide, matching every competitor reviewed.

Girls Inc. of Greater Indianapolis

A chapter line cropped

The Girls Inc. logo on the old site carried an Indianapolis chapter name. That line came off until the right chapter is confirmed.

200+

Events produced
Corporate One Sheet

8+

Years in business
Corporate One Sheet

1,600

Guests at a single event
Corporate One Sheet

85%

Clients who return or refer
Corporate Design Deck

07 MEASURING IT

NO NUMBERS YET. HERE'S WHAT WILL COUNT.

The old site has no traffic or inquiry data on file, so there is nothing to compare against today. These targets are proposals, to be confirmed against the first 30 days after launch.

EXPECTED RESULT	HOW IT'S MEASURED	90-DAY TARGET
More inquiries	HoneyBook inquiries per month	25K above the 30-day baseline
Higher inquiry rate	Inquiries divided by site visits	2% or better
Vineyard 2027 bookings	Popup clicks and Vineyard inquiries	10 Vineyard inquiries
More corporate and gala leads	Share of inquiries by event type	Over half corporate, nonprofit or gala
Soul & Sangria pipeline	Email sign-ups and prospectus requests	150 sign-ups, 5 sponsor conversations
Search visibility	Search Console clicks for Boston and Vineyard event terms	Steady month-over-month growth
Mobile experience	Engaged time and exits on phones	Phone exit rate at or below desktop

READ IT HONESTLY

A new site can earn a spike in visits just from being shared. The real test is whether inquiries rise and whether more of them are corporate, gala and Vineyard work.

TO MAKE IT MEASURABLE

Install Google Analytics 4 and Search Console at launch, and add a "How did you hear about us?" question to the HoneyBook form.

WHAT'S NEXT

LAUNCH IS THE STARTING LINE.

Paige is reviewing the private preview now. Once it's live, the first 30 days set the baseline and day 90 brings an updated version of this case study with real numbers.

Before launch

Sign-off, testimonial names, missing logos and photos, hosting, analytics

Launch

Move tsb.events over and test the form and popup on the live domain

First 30 days

Record visits, inquiries, inquiry types, popup clicks and sign-ups

Day 60

Check against targets and test popup timing and wording

Day 90

Report results and plan phase two: video hero, video testimonials, a fundraising page