



Toast

CASE STUDY

FROM VISION TO REALITY: SMITHDIGITAL CREATES A CUSTOM HUBSPOT CMS WEBSITE FOR TOAST WEDDINGS

THE CHALLENGE:

Toast Weddings had a clear vision for their new website but needed help bringing it to life on the HubSpot Clean theme. While the Clean theme offers a solid foundation, many of their design requests were not natively supported by its modules. They required a solution that balanced creative flexibility with the efficiency of HubSpot CMS.

THE SOLUTION:

SmithDigital stepped in to develop a high-performing, custom-designed website using the HubSpot CMS Clean theme. To achieve the perfect look and feel that Toast Weddings envisioned, our team built custom modules tailored to their unique design and functionality needs. This approach ensured a visually stunning, scalable, and conversion-optimized website—all while maintaining the usability and performance benefits of the Clean theme. The project was completed in just three weeks, meeting the client's timeline and budget expectations.

THE RESULTS:

Toast Weddings successfully launched a custom-designed, high-impact website that reflects their brand vision. By integrating tailored modules, we provided them with a seamless content management experience, ensuring long-term flexibility and ease of updates. The new site is visually compelling, user-friendly, and optimized for engagement.

BENEFITS:

Partnering with SmithDigital allowed Toast Weddings to achieve their ideal website without design limitations. The custom modules ensured that their brand aesthetic was not compromised, while HubSpot Content Hub provided a scalable and easy-to-manage backend. The result is a beautifully crafted, high-performing website that went live on time and within budget.

Working with SmithDigital was an absolute pleasure. They delivered a beautifully designed website on the HubSpot Content Hub, complete with custom modules tailored to our needs. I highly recommend SmithDigital to anyone looking for a professional and reliable HubSpot website design partner."

-Zach Shields Toast Weddings