

Use Cases by Industry

Here are **use cases for integrating Visual Editor paired with various content sources (CMS, databases, files, or APIs) across different industries**. This highlights how the flexibility of Visual Editor and the **Content Source Interface (CSI)** caters to varied business needs.

Use Cases by Industry

1. E-Commerce

Goal: Manage product catalogs, marketing content, and customer feedback in real-time.

- **Content Sources:**

- Shopify for product data.
- Contentful for static content like product descriptions and blogs.
- Databases like PostgreSQL for inventory management.

- **Use Cases:**

- Live preview and editing of product descriptions and images in the Visual Editor.
- Easily migrate content between Shopify and another CMS when expanding markets.
- Enable marketing teams to collaborate on promotional banners and campaigns.
- Use Visual Editor to manage markdown-based category descriptions, synced with Git for version control.

2. Media and Entertainment

Goal: Seamlessly manage and distribute multimedia content with frequent changes.

- **Content Sources:**

- Sanity CMS for articles and metadata.
- Figma for design assets (experimental support).
- Internal databases for managing video content libraries.

- **Use Cases:**

- Use Sanity CMS to update news articles or editorial pieces and sync these with the Visual Editor for instant feedback.
- Manage large libraries of videos or podcasts using internal media databases while allowing editorial changes through the vendor-neutral Visual Editor interface.
- Collaborate between editorial teams and designers using integrated Figma designs previewed directly in the content workflow.

3. Real Estate

Goal: Synchronize property listings with marketing websites while maintaining accurate data across platforms.

- **Content Sources:**

- Headless CMS (e.g., Contentstack) for property descriptions.
- Internal database for listing details like availability, pricing, and features.
- CRM integration such as GoHighLevel for buyer inquiries.

- **Use Cases:**

- Create and update property listings dynamically, allowing changes to be reflected instantly on digital platforms.
- Use Visual Editor to present property pages in the context of the site's design and update availability or images in real time.
- Seamlessly integrate GoHighLevel to manage inquiries, with live data feeding into Visual Editor for better customer engagement tracking.

4. Financial Services

Goal: Ensure consistency and accuracy for critical regulatory content or rate tables across platforms.

- **Content Sources:**

- Databases (e.g., PostgreSQL or PlanetScale) for dynamic rate tables.
- Contentful for marketing pages with compliance-approved content.

- **Use Cases:**

- Allow marketing teams to update policies or interest rate content while instantly previewing how changes will look across platforms.
- Use the Visual Editor to reliably sync promotional campaigns with application portals, reducing error for time-sensitive content.

5. Education and E-Learning

Goal: Provide real-time updates to course materials, learning resources, and student portals.

- **Content Sources:**

- Headless CMS (e.g., DatoCMS) for course content and information pages.
- Learning management systems (LMS) via custom APIs for student progress.
- Markdown files for static scholarly resources stored in Git.

- **Use Cases:**

- Enable instructors and editors to easily create or update courses in DatoCMS and view live changes in the UI of student-facing portals.
- Seamlessly handle migrations to new LMS tools during academic redesigns by building CSI integrations.
- Manage revisions of scholarly markdown files, synced automatically via Git, while previewing updates in the Visual Editor.

6. Technology and SaaS

Goal: Efficiently manage product documentation, developer guides, and knowledge bases.

- **Content Sources:**

- Markdown files stored in Git repositories for FAQs and documentation.
- Contentful for general marketing pages and blog posts.

- **Use Cases:**

- Allow product managers to edit release notes stored as markdown in Git and preview them visually in the context of developer docs.
- Sync product FAQs between GitHub repositories and the Visual Editor to simplify collaborative editing.
- Support seamless migration of documentation from markdown to databases (or CMS like Contentful) if needed for scaling.

7. Travel and Hospitality

Goal: Manage promotional content, property listings, and customer reviews dynamically.

- **Content Sources:**

- Contentful/DatoCMS for travel packages, destinations, and blogs.
- Databases for booking-related information (availability, pricing, seasonal discounts).

- **Use Cases:**

- Use the Visual Editor to update destination pages and watch changes sync across multiple travel sites seamlessly.
- Manage dynamic packages like seasonal promotions and special deals in one content source but preview the complete page design.
- Enable multilingual support by allowing seamless migration of localized content between CMS systems.

8. Non-Profit Organizations

Goal: Streamline event promotion, donation management, and volunteer outreach across platforms.

- **Content Sources:**

- Sanity CMS for event pages and blog updates.
- Donor management platforms integrated via custom APIs (e.g., GoHighLevel for leads).

- **Use Cases:**

- Easily update event details or donation campaigns while previewing the live impact through the Visual Editor.
- Use API integrations to reflect dynamic volunteer or donor testimonials in real time.
- Migrate fundraising platforms without breaking the core content Thanks to the CSI's flexibility for multiple sources.

9. Healthcare

Goal: Manage patient-facing portals and educational resources dynamically while integrating compliant content workflows.

- **Content Sources:**

- Database services (Planetscale, PostgreSQL) for storing clinic information or doctor schedules.
- Contentful for static marketing and blog-related content.

- **Use Cases:**

- Sync content pages for clinic schedules or team bios while ensuring frequent updates can be managed visually.
- Support migrations to newer data platforms if the business grows or apps/tools need to evolve, leveraging CSI to reduce downtime.
- Allow healthcare campaigns (webinars or health initiatives) to reflect synchronized messaging across platforms with CMS collaboration.

10. Gaming and Entertainment

Goal: Regularly update content for games, leaderboards, events, and news articles.

- **Content Sources:**

- Databases for game statistics or leaderboard data.
- CMS (Sanity or Contentful) for dynamic news pages or event announcements.

- **Use Cases:**

- Gamers see live leaderboard changes by syncing database updates directly with the Visual Editor for instant visual representation.
- News articles written by editors in Contentful/Sanity sync into the site's game portal design effortlessly.
- Transition game events or marketing pushes into new CMS systems while ensuring minimal disruption for users.

Implementation Framework

For every use case, implementation typically follows a workflow:

1. Define the Content Source(s):

Identify your source (e.g., CMS, database, files, API) based on business needs.

2. Install the Necessary Modules:

Use supported NPM packages like `@stackbit/cms-contentful` for CMS platforms or build a custom source for APIs or databases.

3. Configure and Sync:

Add the source in the `stackbit.config.js` file and configure its schema to map your data.

Example for Sanity:

```
1 import { SanityContentSource } from "@stackbit/cms-sanity";
2
3 export default {
4     contentSources: [
5         new SanityContentSource({
6             projectId: process.env.SANITY_PROJECT_ID,
7             dataset: process.env.SANITY_DATASET,
8             token: process.env.SANITY_TOKEN,
9         }),
10    ],
11};
```

4. Use the Visual Editor:

The Visual Editor's live preview lets teams edit and collaborate seamlessly across departments.

Summary Table: Industries and Content Source Examples

Industry	Use Case Examples	Content Sources
E-Commerce	Product catalogs, promotions	Shopify, Contentful, PostgreSQL
Media & Entertainment	News articles, videos, design assets	Sanity, Media Databases, Figma
Real Estate	Listings, customer inquiries	Contentstack, GoHighLevel, Internal Databases
Financial Services	Rate tables, compliance updates	PostgreSQL, Contentful
Education	Course materials, student portals	DatoCMS, LMS APIs, Git Markdown Files
Technology & SaaS	Documentation, developer guides	Git Files, Contentful
Travel & Hospitality	Destination pages, booking details	DatoCMS, Contentful, Databases
Non-Profit	Event pages, donation campaigns	Sanity, Donor Management APIs (GoHighLevel)
Healthcare	Clinic schedules, campaigns	Planetscale, Contentful
Gaming	Leaderboards, dynamic events	Databases, Sanity, Contentful

The Visual Editor combined with the **Content Source Interface (CSI)** enables fast, collaborative content management while meeting the needs of virtually any industry! Its scalability, migration support, and ease of integration make it an excellent solution for modern organizations.