A bibliometric analysis of literature trends in content marketing and content managers

Uma análise bibliométrica das tendências de pesquisa em marketing de conteúdo e gerenciadores de conteúdo

Un análisis bibliométrico de las tendencias de investigación en marketing de contenidos y gestores de contenidos

César Andrés Guerrero Velástegui
https://orcid.org/0000-0001-8482-7205
Professor and Researcher at the Faculty of Administrative Sciences of the Technical University of Ambato, Ecuador
ca.guerrero@uta.edu.ec   (correspondence)

Ruth Elizabeth Infante Paredes
https://orcid.org/0000-0002-5035-761X
Professor and Researcher at the Faculty of Human Sciences and Education of the Technical University of Ambato, Ecuador
rutheinfantep@uta.edu.ec

Santiago Xavier Peñaherrera Zambrano
https://orcid.org/0000-0002-5393-8604
Dean, Professor and Researcher at the Faculty of Administrative Sciences of the Technical University of Ambato, Ecuador
spenaherrera@uta.edu.ec

José Bernardo Herrera Herrera
https://orcid.org/0000-0001-6240-7875
Professor and Researcher at the Faculty of Administrative Sciences of the Technical University of Ambato, Ecuador
josebherrera@uta.edu.ec

ABSTRACT

The topic of marketing and content management has a considerable number of articles where the topic has been contextualized according to remarkable authors. However, there are few bibliometric studies in scientific journals on the subject addressed. The objective of the research is to analyze the evolution and trend of scientific production articles between the years 2018-2023; In the Scopus and Web of Science databases, and the VOSviewer tool was used through the bibliometric method, which allows the identification of the main authors and keywords through metric mappings. In this context, an exploratory qualitative analysis was carried out with guiding questions to evaluate the indexes of publications in the identification of years, journals, areas of knowledge, and countries. The results show that the year with the highest number of publications is 2022, and the countries with the most articles were: the United States and England; As for the most outstanding journals are the European Journal Of Marketing and the Journal Of Business Research; the field of knowledge the most outstanding areas are: Business, Management and Accounting/Business.

Keywords: Content management, marketing, scientific production, bibliometric analysis, articles.

RESUMO

O tema marketing e gestão de conteúdo possui um número considerável de artigos onde o tema foi contextualizado segundo autores notáveis. Contudo, existem poucos estudos bibliométricos em revistas científicas sobre o tema abordado. O objetivo da pesquisa é analisar a evolução e tendência dos artigos da produção científica entre os anos 2018-2023; Nas bases de dados Scopus e Web of Science foi utilizada a ferramenta VOSviewer através do método bibliométrico, que permite a identificação dos principais autores e palavras-chave através de mapeamentos métricos. Nesse contexto, foi realizada uma análise qualitativa exploratória com questões norteadoras para avaliar os índices de publicações em: identificação de anos, periódicos, áreas de conhecimento e países. Os resultados mostram que o ano com maior número de publicações é 2022, o país com mais artigos foi: Estados Unidos e Inglaterra; Quanto às revistas que mais se destacam são: European Journal Of Marketing e Journal Of Business Research; Na área do conhecimento as áreas que mais se destacam são: Negócios, Gestão e Contabilidade/Negócios.

Palavras-chave: Gestão de conteúdo, marketing, produção científica, análise bibliométrica, artigos.

RESUMEN

El tema de marketing y gestión de contenidos cuenta con una cantidad considerable de artículos donde se ha contextualizado el tema según autores destacados. Sin embargo, existen pocos estudios bibliométricos en revistas científicas sobre el tema abordado. El objetivo de la investigación es analizar la evolución y tendencia de los artículos de producción científica entre los años 2018-2023; En las bases de datos Scopus y Web of Science se utilizó la herramienta VOSviewer a través del método bibliométrico, que permite la identificación de autores principales y palabras clave a través de mapeos de métricas. En este contexto, se realizó un análisis cualitativo exploratorio con preguntas orientadoras para evaluar los índices de publicaciones en: identificación de años, revistas, áreas de conocimiento y países. Los resultados muestran que el año con mayor número de publicaciones es 2022, el país con más artículos fue: Estados Unidos e Inglaterra; En cuanto a las revistas más destacadas se encuentran: European Journal Of Marketing y Journal Of Business Research; En el campo del conocimiento las áreas más destacadas son: Negocios, Gestión y Contabilidad/Negocios.

Palabras clave: Gestión de contenidos, marketing, producción científica, análisis bibliométrico, artículos.

INTRODUCTION

Nowadays the website is indispensable for all kinds of commercial activity, however, it is important to say that with the digital advance 78% of small businesses have their own website. The role of a content manager is to generate a simple and efficient way to manage the web without the need to modify advanced code, in order to create, publish, edit, update, organize and control the content, this is the case of a blog or e-commerce (Marhraoui, 2023)

According to Martín (2021), content marketing is a marketing strategy that focuses on the creation and distribution of valuable content to attract and retain a defined audience. The goal of this strategy is to create and distribute relevant content aimed at a specific audience, in order to increase brand awareness and generate more business.

Bibliometrics is the discipline that provides information on the results of the research process, the evolution, volume, visibility, and structure of the scientific activity of sources/journals. On the other hand, the self-citation index has two variants or forms, journal self-citations and the authors' self-citation index (Llerena et al., 2021).

Content management systems, also known as CMSs (content managers), are software tools that allow users to create, edit, organize, and publish content online. These tools can be used to manage websites, blogs, forums, online stores, etc., and have become the commonly used tool for online content creation. CMSs are flexible and easy to use, allowing users to control the publication of content online without having to know the technical details of creating a website, their variety of features can help users create quality content, optimize it for search engines, control access to content, and manage user comments (Bello, 2021).

Literature overview

Marketing and content management systems are increasingly important tools for companies that want to promote their products and services, as they allow them to publish attractive content efficiently and at a reduced cost aimed at a wider audience, generating greater interest in their products and services (Hidalgo & Torres, 2017). According to Molina (2021) content marketing is a marketing strategy that focuses on the creation and distribution of quality, relevant and useful content to attract a defined target audience and subsequently convert them into potential customers, its objective is to generate traffic, leads and sales for a specific company.

One of the strategies of content marketing is through the use of visual content. This means that the content that is published must have an attractive appearance, including images, infographics, videos, and other types of visual content, which allows companies to attract a wider audience by generating interest in their products and services (Martín, 2021).

Content management systems allow companies to efficiently manage and distribute their content across multiple channels at the same time to increase and generate a greater impact on customers (Fernández, 2023).

The main ways in which companies can leverage marketing and content management are through relevant, interesting content for the target audience. This also means that content must be optimized for search engines, which allows businesses to increase their online visibility and drive more traffic to their websites (Boogaard, 2021).

This tactic relies on creating and distributing strategic content to build an audience and increase sales. The key to good content marketing is consistency where content must be delivered on a regular basis to keep customers engaged, i.e., it has to be created, published, and monitored regularly to ensure that goals are achieved (Tomas, 2023).

Content marketing tools

One of the biggest challenges for businesses is managing their content, here content managers are a solution to these problems as they help businesses manage their content efficiently. This is because they offer tools that allow the business to create higher quality content e.g. content templates, SEO optimization, content editing, among others. These tools allow organizations to create high-quality content without having to hire a production team (Rojas et al., 2021).

For example, the CMS is a software that helps manage the content of a website or portal, as well as other acronyms related to content management, such as: WCM is an acronym for Web Content Management and it is often used as a synonym for CMS because they are very similar, while CMS focuses on the internal management of the website, a WCM is a tool designed for the broader management of all web content (Arroyo, 2019).

WordPress is the best example of a popular content manager, where it maintains a market share of more than 65.1% among websites with a recognized content management system. Keep in mind that when we say "WordPress" we're not talking about WordPress.com. but to WordPress.org, which is the site that hosts WordPress' open-source content management system (Bernández, 2021).

Content Management Systems allow you to create, edit, and publish content with a graphical user interface without any programming knowledge, because everything works with menus and fields to comply with the type of WYSIWYG. The content manager can install pre-designed web templates that only need to fill in with the information, many of the available templates can be downloaded for free, although there are also paid templates that look more professional and offer more customization (Castelló, 2020).

Elements of content marketing

Vásquez and Vigo state that (2022) it is essential to create a content plan, defining the steps of the company's content marketing strategy, the most common components of the content marketing plan include:

• An audience or buyer

• Specific business goals and marketing objectives

• Design of tactics and channels to be used

• Budget and human resources

• Production and distribution process

• Measurement of relevant indicators

Content Marketing Managers and Benefits

(Galeana, 2021) states that content marketing is one of the main protagonists of advertising as new integrative marketing techniques that add value to B2C-oriented companies, this can be relative when it comes to enhancing results and achieving business communication objectives. The benefits of the content marketing strategy are:

• Improved delivery and customer loyalty.

• Reduced content production costs.

• Increased brand visibility and authority.

• Improved SEO to improve search engine rankings.

• Increased traffic and conversions. Increased brand awareness.

• New lead generation managers are responsible for defining, planning, and coordinating a company's digital content strategy, for example: WordPress (the most popular web CMS); Drupal (open-source platform with a wide variety of tools and functionalities); Joomla (a content management system with a very active user community); and, Magento (A powerful e-commerce platform).

METHODOLOGY

The study is exploratory bibliometric under a qualitative exploratory/descriptive approach based on the bibliographic conceptualization model of scientific publications worldwide on the subject of marketing and content management of the Scopus and Web of Science databases.

Analysis and source material

The Scopus and Web of Sciences databases were used due to their level of indexed journals. The study analyzed review articles, abstracts, editorials, conferences, collections, and historical background. As well as, original articles that provide their own results, that have been submitted to scientific peer review and that present a typical structure of introduction, materials, methods, discussion and references

Searching for information

The information was carried out through guiding questions that follow up the collection and search of data to later make a bibliometric and historiographic analysis of scientific collaboration publications worldwide. The criteria to collect the information include: participation of countries/journals, main authors, types of publications, time of publication, areas of knowledge, etc.

Inclusion criteria

I1. Articles published between 2018-2023

I2. Publication Type: Articles

I3. Keywords: "Marketing" AND "content manager" OR "content manager"

I4. Articles in English / Spanish Exclusion Criteria

E1. Articles from different areas that are not related to the topic of study.

Table 1. Marketing and Content Manager Guiding Questions

Marketing and Content Manager Guiding Questions
PMC.1 What is the number of keywords found in the articles?
PMC.2 What is the authors' participation in relation to the number of publications?
PMC.3 What is the share of journals in relation to the number of publications?
PMC.4 What are the areas of knowledge in relation to the number of publications?
PMC.5 What is the trend of article publications per year?
PMC.6 What is the share of countries in relation to the number of publications?

Source: own elaboration (2023)

In the search string of the Scopus database, it was investigated as follows: TITLE-ABS-KEY (content and marketing and content and managers) AND (LIMIT-TO (PUBYEAR , 2023) OR LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (EXACTKEYWORD , "Marketing") OR LIMIT-TO (EXACTKEYWORD , "Managers") OR LIMIT-TO (EXACTKEYWORD , "Content Analysis") AND (LIMIT-TO (LANGUAGE , "English") OR LIMIT-TO (LANGUAGE , "Spanish") AND (EXCLUDE (SUBJAREA , "MEDI") OR EXCLUDE (SUBJAREA , "PSYC") OR EXCLUDE (SUBJAREA , "AGRI") OR EXCLUDE (SUBJAREA , "ECON") OR EXCLUDE (SUBJAREA , "MATH") OR EXCLUDE (SUBJAREA , "HEAL") OR EXCLUDE (SUBJAREA , "NURS") OR EXCLUDE (SUBJAREA , "PHAR"))

For the Web of Science base it was generated as follows:

-Fine-tuned by: Marketing and content manager

-Publication years: 2023 or 2022 or 2021 or 2020 or 2019 or 2018.

-Types of documents: Article

-Languages: English or Spanish.

-NOT Citation Topics Meso: 6.223 Hospitality, Leisure, Sport & Tourism or 6.73 Social Psychology or 1.44 Nutrition & Dietetics or 1.155 Medical Ethics or 1.21 Psychiatry or 3.40 Forestry or 1.112 Palliative Care or 9.92 Statistical Methods.

Data Extraction

In this phase, emphasis is placed on the results obtained in the search process by applying the inclusion and exclusion criteria. A total of 1345 articles were obtained for Scopus in the inclusion criteria, with the development I1, I2, I3, I4 an estimated 873 articles. Regarding the E1 exclusion criteria, a total of 642 publications were generated. Meanwhile, a total of 1750 articles were obtained in the Web of Science database, applying the inclusion criteria I1, I2, I3 and I4, a total of 1239 publications were handled. A total of 990 papers were screened for the E1 exclusion criteria.

RESULTS

This section corresponds to the guiding questions of the bibliometric study for the interpretation and analysis of the results of scientific production.

PMC.1 What is the number of keywords found in the articles?

Table 2. Keywords from the Scopus database and Web of Science

Scopus				Web of Science			
N°	Keywords Citations	Citation	Link strenght	N°	Keywords Citations	Citation	Link strenght
1	Social media	57	788	*1*	*Impact*	*126*	*1143*
2	Content marketing	66	461	*2*	*Engagement*	*110*	*1044*
3	Perception	23	388	*3*	*Content analysis*	*93*	*752*
4	Managers	14	212	*4*	*Facebook*	*62*	*623*

Note. Own elaboration with the research data (2023).

For Table 2, 4 words are displayed in the Scopus database, of which social media (57) publications and content marketing (66) publications are the main ones on the subject. On the other hand, Web of Science with 4 words, the most relevant are: impact (126) citations and engagement (110) citations.

Figure 2. Main keywords raised by the analysis

Note. *Note*. Own elaboration with the research data (2023).

Regarding the metric/density network mappings, a total of 542 words were observed in the Scopus database, which was classified into 34 clusters among the 3 main ones: cluster 1 (69 items) digital marketing; cluster 2 (54 items) content marketing; Cluster 3 (46 items) Strategic Planning. Meanwhile, in the Web of Science database, a total of 964 words are displayed, of which 21 cluters were subdivided into the 3 main ones: cluster 1 (101 items) management; cluster 2 (44 items) strategy; custer 3 (37 items) engagement.

PMC.2 What is the participation of authors with respect to the number of publications?

Table 3 Lead authors of the database

Scopus				Web of Science			
N°	Main authors	Citations	Link strength	N°	Main authors	Citations	Link strength
1	Ferreira, J	3	12	1	Almpanopoulou, A	1	15
2	Botha, E	2	12	2	Brem, A	1	15
3	Ferguson, SL	2	10	3	Chesbrough, H	1	15
4	Pitt, C	2	10	4	Cucino, V	1	15

Note. Own elaboration with the research data (2023).

For Table 3. The Scopus database shows 4 authors, of which Ferreira, J with 3 citations and Botha, E with 2 publications. Meanwhile, in the Web of Science database of the 4 authors, Almpanopoulou, A and Brem, with 1 citation, are considered the most outstanding authors of scientific production.

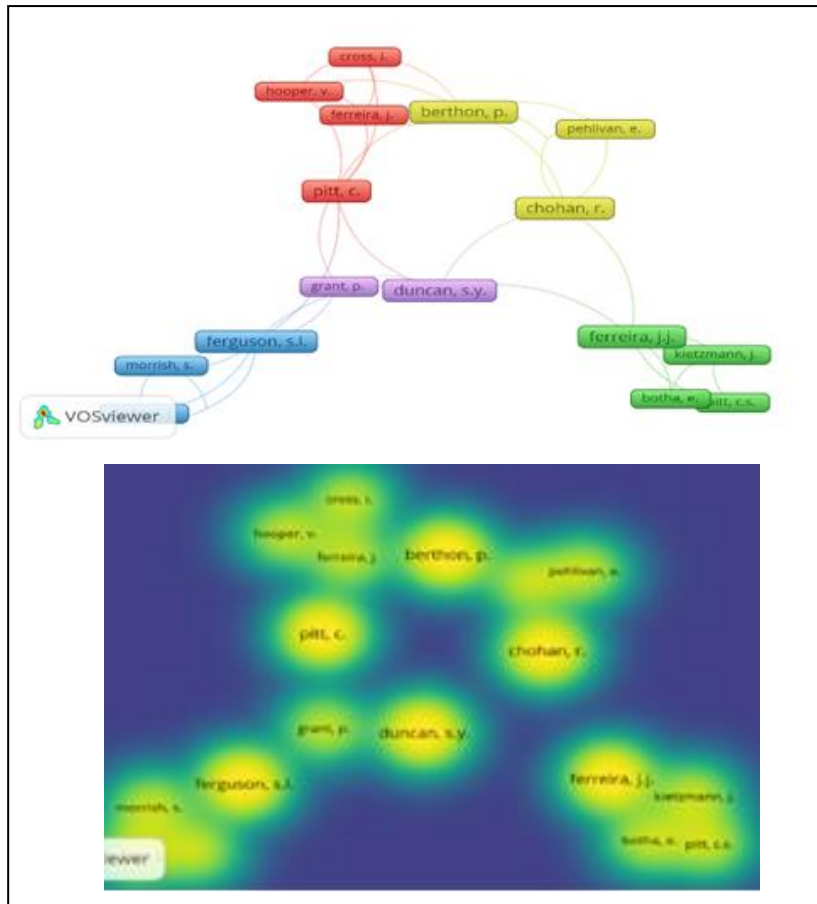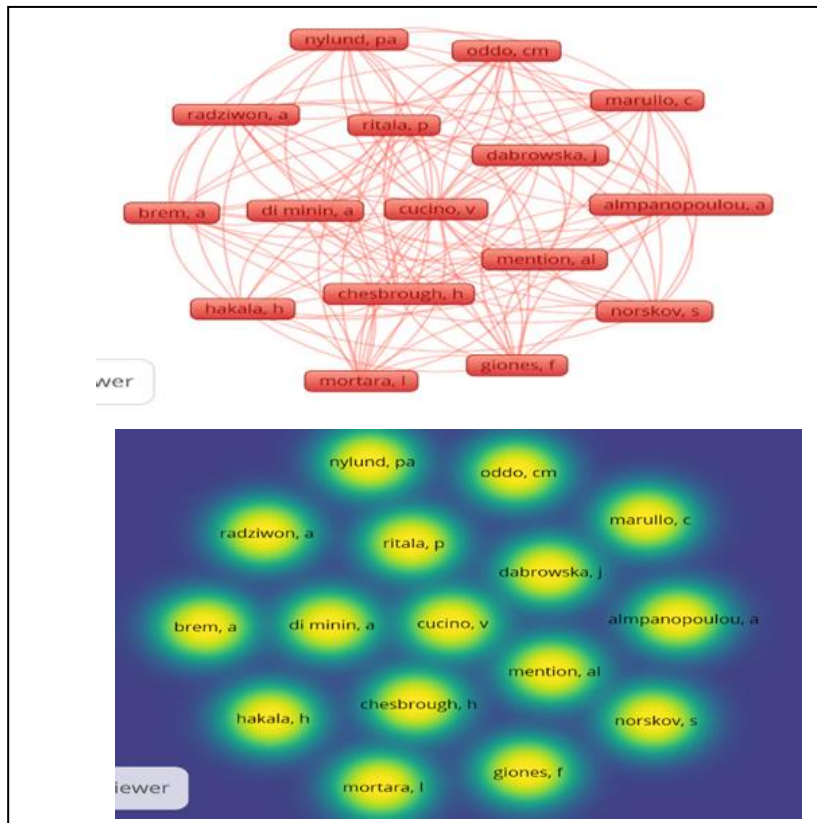**Figure 3**. Metric/density mapping from Scopus

Figure 4. Metric/density mapping from Web of Science
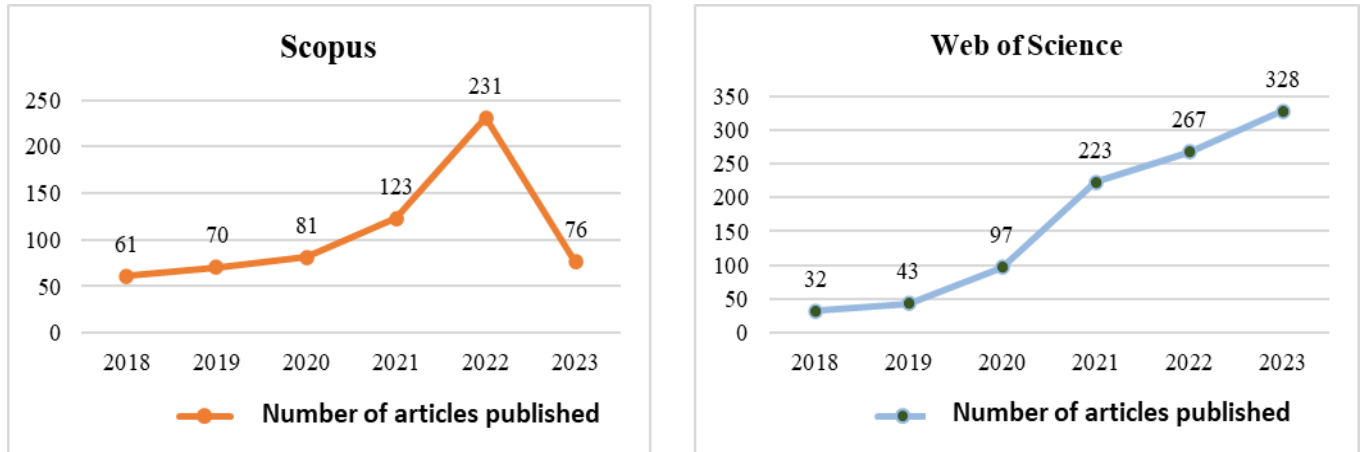

Note. Own elaboration with the research data (2023).

In the bibliometric mappings/density projected in the Scopus database, a total of 15 authors were divided into 4 clusters among the three main ones: cluster 1 (6 items) Bullet, PK; cluster 2 (4 items) Jayachandran, S; cluster 3 (3 items) Katsikeas, C. Meanwhile, the Web of Science database shows a total of 19 authors divided into 3 clusters: cluster 1 (10 items) Belkhir, M; cluster 2 (5 items) Chen, L; cluster 3 (4 items) Mao, JY.

PMC.3 What is the trend of article publications per year?

Figure 5 shows the intervals of evolution in articles between 2018-2023, in the case of Scopus a total of 642 publications are handled, while Web of Science a total of 990 articles. Scopus publications mostly appeared in the years 2022 with 132 articles (24%) and the lowest rate in 2018 with 61 publications (11%). On the other hand, the Web of Science database is visualized in 2023 with 328 articles, 33% a high level of papers, however the year 2018 with 32 publications, 3% is the lowest.

Figure 5. Evolution of the articles of the last five years of Scopus and Web of Science
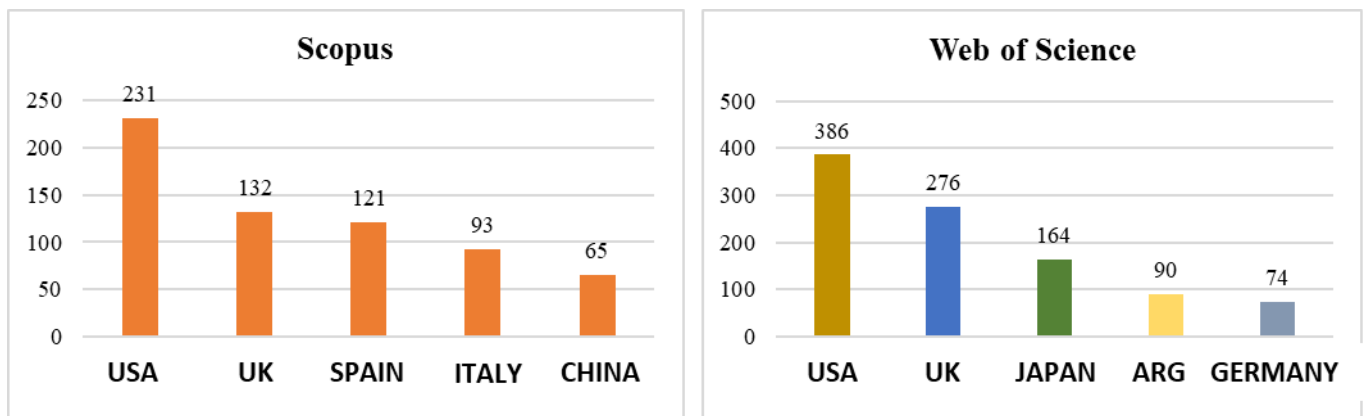

Note. Own elaboration with the research data (2023)

PMC.4 What is the share of countries in relation to the number of publications?

In the ranking of countries with publications related to topics, 5 countries are visualized in the Scopus database, of which the first is the United States with 231 articles (36%), England with 132 publications (21%) these are the countries with the highest increase in articles, however China is the lowest with 65 papers (10%). Meanwhile, in the Web of Science database, a total of 5 countries are projected, such as: the United States with 386 articles (39%) and England with 276 publications (28%), the lowest country is Australia with 74 articles (7%). The Figure 6 illustrate that described scenario.

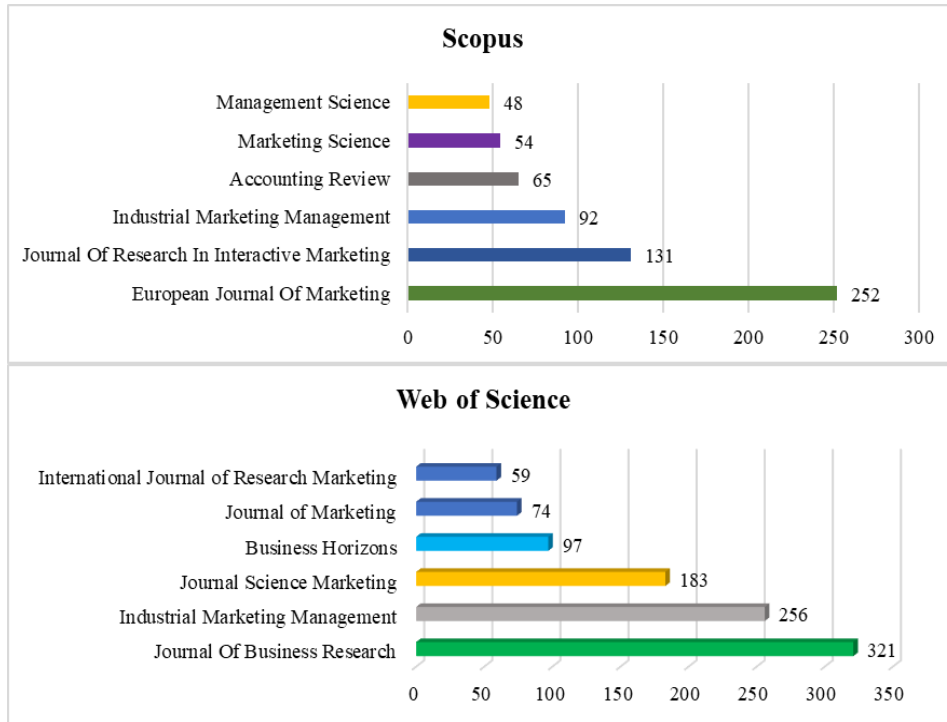**Figure 6**. Evolution of Scopus and Web of Science publications by countries over the last five years

Note. Own elaboration with the research data (2023)

PMC.5 What is the share of journals with respect to the number of publications?

As for the Figure 7 of the participation of the countries, a total of 6 journals can be observed in the Scopus database, where the European Journal Of Marketing and the Journal Of Research In Interactive Marketing with 252 and 131 articles, 39% and 20%, respectively. Meanwhile, the Web of Science Journal Of Business Research database projects 321 articles (32%) and Industrial Marketing Management with 256 publications (26%).

**Figure 7.** Evolution of Scopus and Web of Science publications by journals over the last five years

Note. Own elaboration with the research data (2023)

PMC.6 What are the areas of knowledge in relation to the number of publications?

The four areas of knowledge in relation to the number of publications are: Business, Management and Accounting with 306 articles (48%), followed by Social Sciences (221 articles) (34%). On the other hand, in the Web of Science database, a total of 4 areas are displayed among the first: Business with 454 articles (46%), followed by Communication with 263 publications (27%). These findings were synthetized in the Figure 8 above.

Figure 8. Evolution of Scopus and Web of Science publications by area of knowledge over the last five years
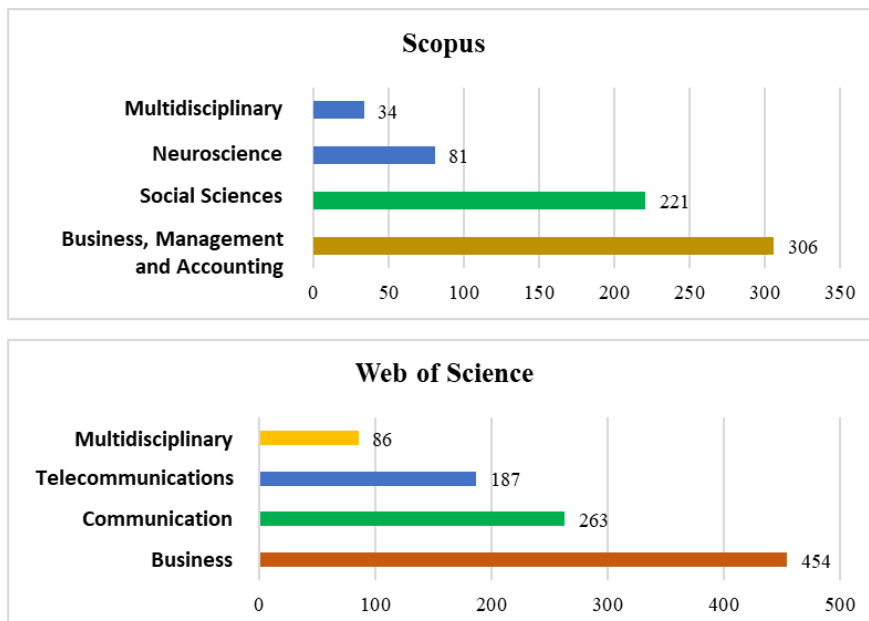
Note. Own elaboration with the research data (2023)

DISCUSSION

The findings of this bibliometric analysis allowed to see trends and evolution of scientific production in the intersection of marketing and content management. These findings align with some of the broader trends observed in the international literature on content marketing, although with some distinctive elements.

Growth trends and geographic distribution

The observed gradual increase in articles, with a notable peak in 2022, resonates with the growing recognition of content marketing's pivotal role in contemporary marketing strategies. This trajectory mirrors the observations made by experts such as Pulizzi (2021) and Vinerean (2017), who have emphasized the increasing significance of content marketing as a strategic imperative for businesses globally. The dominance of the United States and England in scientific production corroborates with their prominent positions in the global marketing landscape, where innovation and digitalization have been particularly robust (Kotler & Armstrong, 2010).

Leading journals and author contributions

The prominence of journals like European Journal Of Marketing and Journal Of Business Research highlights the importance of scholarly platforms in determining the discourse around content management and marketing strategies. Such findings are aligned with the observations made by Thaichon & Ratten (2021) who highlight the pivotal role of academic journals in disseminating cutting-edge research and driving intellectual progress in marketing. Additionally, the contributions of leading authors such as Ferreira and Almpanopoulou reflect the diverse expertise and global collaborations characterizing contemporary research networks in the field (Crittenden, Davis & Perren, 2020).

Areas of knowledge and language Dominance

The dominance of Business, Management, and Accounting, along with a substantial presence of Social Sciences, reflects the interdisciplinary nature of content marketing research. These findings align with the perspectives of scholars like Tadajewski (2018), who emphasize the multidisciplinary foundations of effective marketing strategies, necessitating insights from diverse fields such as psychology, communication, and economics. Furthermore, the predominance of English-language publications underscores the global reach and influence of Anglophone academic discourse in shaping marketing practices worldwide (Hollensen, 2007).

Implications and future directions

The insights collected from this analysis provide valuable implications for both academia and industry. By identifying key trends and contributors in the field of content management and marketing, researchers can identify emerging areas of inquiry and foster fruitful collaborations. Practitioners, on the other hand, can leverage these insights to inform their strategic decisions and adapt to evolving consumer preferences in an increasingly digital marketplace (Kotler, Armstrong & Opresnik, 2021). In summary, this bibliometric analysis offers a comprehensive overview of the evolving landscape of content management and marketing research, providing valuable insights into its trajectory, contributors, and areas of focus. By contextualizing these findings within the broader international literature, this study contributes to better understanding the dynamics of contemporary marketing practices.

CONCLUSIONS

Bibliometric studies are indicators that allow us to assess the state of the scientific activity of publications with reference to the Scopus and Web of Science databases. The evaluation of the impact of content marketing over the last few years has been coupled with the different changes and needs of the audience by offering relevant content in order to attract and conquer the target audience.

The scientific production of the study made it possible to analyze the different aspects of evolution and trend of the articles between the years 2018-2023, resulting in the following: there is evidence of a gradual growth in the year 2022 in articles, among the most outstanding authors are: Ferreira, José from the United States and Almpanopoulou, Argyro Form England; As for the sources and/or journals that topped the ranking of publications are European Journal Of Marketing and Journal Of Business Research. Similarly, the areas of knowledge of the study were: Business, Management, and Accounting, along with a presence of Social Sciences. Finally, most of the publications were in English. Overall, this analysis not only advances our understanding of content management and marketing research but also offers valuable implications for future research directions and strategic decision-making in both academia and industry to be described following.

Main limitations of the study and future research

The main limitation was the analysis primarily relied on the Scopus and Web of Science databases, overlooking contributions from other scholarly repositories and grey literature sources. Despite these limitations, the study identifies several potential topics for future research, as outlined in the Table 9 below. Overall, practical recommendations for the industry were also included, aiming to shorten the distance between academia and the market.

Table **4.** Future research agenda proposal

Variable	Context	Methodology	Approach	Recommendations for Industry
Integration of AI and ML in	Digital marketing strategies	Experimental research, surveys	Comparative analysis, case studies	Invest in AI-powered content creation and analysis, adopt ML algorithms for personalized marketing, explore AI-driven content recommendation systems
Impact of Emerging Technologies	Content delivery platforms	Qualitative interviews, case studies	Longitudinal studies, mixed-method approaches	Assess the role of VR/AR in content marketing, incorporate blockchain for content authenticity, examine IoT-enabled content delivery strategies
Cross-Cultural Content Marketing	Global marketing campaigns	Cross-cultural surveys, content analysis	Ethnographic studies, comparative analysis	Develop culturally sensitive content strategies, localize marketing campaigns for diverse markets, investigate cross-cultural consumer behavior

Note. Own author elaboration (2023)

REFERENCES

Arroyo, C. (2019). *Gestor de contenidos para administración de web corporativa.* Madrid: Universidad Complutense. Obtenido de https://eprints.ucm.es/id/eprint/56625/

Bello, E. (01 de marzo de 2021). *Qué es un CMS, características y cuáles son los más populares*. Obtenido de https://www.iebschool.com/blog/que-es-un-cms-e-commerce/

Bernández, F. (02 de junio de 2021). *Increíbles estadísticas de WordPress en 2021*. Obtenido de https://www.webempresa.com/blog/estadisticas-wordpress.html

Boogaard, K. (2021 de enero de 2021). *¿Qué hace un gestor de proyectos en una agencia de marketing?* Obtenido de https://www.wrike.com/es/blog/que-hace-un-gestor-de-proyectos-en-una-agencia-de-marketing/

Castelló, A. (21 de febrero de 2020). *¿Qué es un CMS o gestor de contenidos digitales?* Obtenido de https://www.xalok.com/blog/2020/2/21/que-es-un-cms-gestor-de-contenidos-digitales

Crittenden, V. L., Davis, C., & Perren, R. (2020). Embracing diversity in marketing education. *Journal of Marketing Education*, *42*(1), 3-6.

Fernández, A. (25 de febrero de 2023). *¿Qué es un CMS? Sistema de gestión de contenido*. Obtenido de https://www.webempresa.com/blog/que-es-cms-los-mejores-gestores-de-contenido.html

Galeana, P. (07 de abril de 2021). *Qué es un Content Manager y cómo convertirte en uno*. Obtenido de https://www.iebschool.com/blog/que-es-un-content-manager-y-como-convertirte-en-uno/

Hollensen, S. (2007). *Global marketing: A decision-oriented approach*. Pearson education.

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.

Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). Principles of Marketing 18e Global Edition.

Llerena, M., Arévalo, M., & Ávila, J. (2021). Indicadores bibliométricos: origen, definición y aplicaciones científicas en el Ecuador. *Espíritu Emprendedor TES, Vol. 5*(1), 130-153. doi:10.33970/eetes.v5.n1.2021.253

Marhraoui, M. A. (2023). Digital Skills for Project Managers: A Systematic Literature Review. *Procedia Computer Science, 219*, 1591-1598. doi:10.1016/j.procs.2023.01.451.

Martín, M. (2021). Métodos multi-armed bandit en el ámbito del marketing digital y gestores de contenido. *Dialnet*, 1-230. doi:https://doi.org/10.20868/UPM.thesis.68494

Molina, D. (02 de noviembre de 2021). *¿Qué es el marketing de contenidos y cinco estrategias para aplicarlo?* Obtenido de https://www.iebschool.com/blog/marketing-contenidos-marketing-digital/

Pulizzi, J. (2021). *Content Inc.: Start a Content-First Business, Build a Massive Audience and Become Radically Successful (With Little to No Money)*. McGraw Hill Professional.

Rojas, Y., Molina, A., & Valladares, L. (2021). Optimización para los motores de búsqueda (SEO) y la garantía de posicionamiento en los buscadores. *Revista MediSur, Vol. 19*(1), 188-192. Obtenido de http://scielo.sld.cu/pdf/ms/v19n1/1727-897X-ms-19-01-188.pdf

Tadajewski, M. (2018). Impact factors, journal rankings, interdisciplinary research and 'the state of the art'in marketing theory and practice. *Journal of Marketing Management*, *34*(1-2), 1-15.

Thaichon, P., & Ratten, V. (Eds.). (2021). *Developing digital marketing: Relationship perspectives*. Emerald Publishing Limited.

Tomas, D. (03 de abril de 2023). *Estrategia de marketing: qué es, tipos y ejemplos*. Obtenido de https://www.cyberclick.es/numerical-blog/estrategia-de-marketing-que-es-tipos-y-ejemplos

Torres, I., & Hidalgo, A. (2017). Gestor de contenidos y la apropiación del patrimonio urbano: caso Cibermutua.co. *Revista Trilogía Ciencia Tecnología Sociedad, Vol. 9*(17), 161-174. Obtenido de https://www.redalyc.org/busquedaArticuloFiltros.oa?q=Marketing%20de%20contenidos%20y%20gestores%20de%20contenidos

Vásquez, J., & Vigo, N. (2022). *Estrategia de marketing de contenidos en la percepción de la imagen de marca de H19 Burgers de Trujillo, 2021.* Universidad Privada Antenor Orrego. Obtenido de http://repositorio.upao.edu.pe/handle/20.500.12759/9799

Vinerean, S. (2017). Content marketing strategy: Definition, objectives and tactics. *Expert journal of marketing*, *5*(2), 92-98.

Contribution of each author to the manuscript:

Task	% of contribution of each author			
	A1	A2	A3	A4
A. theoretical and conceptual foundations and problematization:	25%	25%	25%	25%
B. data research and statistical analysis:	25%	25%	25%	25%
C. elaboration of figures and tables:	25%	25%	25%	25%
D. drafting, reviewing and writing of the text:	25%	25%	25%	25%
E. selection of bibliographical references	25%	25%	25%	25%
F. Other (please indicate)	-	-	-	-