



Bibliometric Analysis in Mapping Research with the Central Theme of Digital Content Marketing

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Abstract

This research examines the development and trends of Digital Content Marketing (DCM) as a strategy to build better relationships with customers. We analyzed data from international journals published between 1988 and 2025 through a bibliometric approach, covering various elements such as digital transformation, social media, and consumer social learning. The bibliometric visualization revealed that “digital transformation” has become a central theme closely related to issues such as “social media influence” and “digital consumer engagement,” suggesting a trend shift towards new topics such as “social media content marketing” in 2019-2020. These findings emphasize the importance of integrating digital and content marketing strategies to increase consumer engagement in today's digital age. The analysis found that scientific mapping and future research possibilities regarding interactive marketing can be used as recommendation variables for future researchers and as a reference for future articles.

Keywords: Digital Transformation, Digital Technology, Digital Content Marketing, Social Media, Social Media Marketing.

1. Introduction

Technological advances and digitalization have significantly impacted how companies interact with their audiences in the modern marketing era. With increased competition and an abundance of information available, consumers' attention is increasingly fragmented. They are now more selective in filtering marketing messages, valuing relevant and valuable information in their lives. This is where content marketing plays a crucial role.

Content marketing emphasizes creating and distributing engaging, relevant, and valuable content to the targeted audience. Unlike traditional marketing methods that often focus on direct promotion, content marketing seeks to captivate an audience's attention by delivering content that educates, entertains, or helps solve their problems. In this way, audiences feel valued and emotionally connected to the brand, which can increase loyalty and long-term engagement.

This strategy is concerned not only with content production but also with a deep understanding of the audience's needs and wants. Every piece of content created must match the characteristics of the audience it is intended to reach. Therefore, conducting in-depth research on the audience is an essential first step in designing an effective content marketing strategy. Well-targeted content can build trust, strengthen brand image, and open opportunities for a more personalized relationship with consumers.

One of the main advantages of content marketing is its staying power. Unlike paid advertising, which will end when the budget runs out, published content such as blog articles, videos, or podcasts can continue to provide benefits in the long run. The content can be found again through organic search, shared by the audience, or even referenced by other parties. Thus, content marketing allows companies to create marketing assets that have lasting value, continue to attract attention, and bring in leads.

However, for maximum results, companies need to pay attention to several important aspects of content marketing, such as consistency in content creation, selection of appropriate platforms, and measurement and analysis of content performance. Good content is not only engaging, but it should also be easily accessible, discoverable, and relevant to its context. For this reason, choosing the right distribution channel social media, blog, email newsletter, or website- is crucial to ensure the content reaches the desired audience.

Content marketing also provides more flexibility in crafting marketing messages. Companies can choose from various formats and delivery styles, from educational articles to more interactive and visual videos. Amid rapid technological changes, content marketing



allows companies to adapt to more dynamic and creative ways of interacting with audiences. With a well-implemented content marketing strategy, companies can win consumers' hearts, build deeper relationships, increase conversions, and create long-term value. Overall, content marketing is not just a marketing trend but an essential approach to executing a successful business strategy in an increasingly connected and digital age. Through this method, companies can introduce their products or services more subtly and less pushily while building credibility crucial to winning over consumers. In this article, we will explore the application of content marketing, its benefits, and the steps to take to design an effective and profitable strategy.

2. Literature Review

Digital Content Marketing is a process that focuses on meeting customer needs through value-added content. Content, such as informative articles, can attract customers' attention and play an essential role in retaining them by providing helpful information about products [1], [2]. Content in digital marketing plays a crucial role in customer interaction. A good distribution strategy across various digital channels largely determines its effectiveness. This concept goes beyond the classic 4 P model, adding the content dimension as one of the elements in the 7 P [3], [4]. Content marketing emphasizes creating a valuable and relevant digital brand without a direct sales approach. By presenting more informative content than promotional, this strategy aims to build relationships, credibility, and trust with the audience, ultimately influencing consumer purchasing decisions [5], [6].

Digital Content Marketing builds strong customer relationships through continuous communication, demonstrates company expertise, and convinces customers of the value of the products offered [7], [8]. Content marketing plays a vital role in helping businesses shape the identity and character of their brand voice [9], [10]. Content marketing has great potential to increase a company's effectiveness in attracting consumer attention, influencing brand perception, and increasing purchase intent. However, as consumer focus varies for each product category, companies must customize the information delivered to achieve optimal results [11].

Content marketing presents information to consumers in a way that provides the answers they need. For consumers, the information given must be of high quality, educational, relevant, and able to assist them in purchasing decisions. Content marketing can be seen as developing a company's service system. The higher the level of consumer trust in the service system, the more likely they will make decisions supporting the company's strategic strategies, such as establishing brand identity. In other words, content marketing increases consumer awareness and attitudes towards products [12].

Table 1. External Stimulus Factors

Factor	Description	Resources
Purchase Intention	Brand-relevant content marketing increases brand loyalty as well as purchase intention. Social influences, such as luxury and prestige values, positively contribute to the intention to purchase luxury brands, particularly among millennials.	[1][2][3]
Brand Loyalty	Brand loyalty increases the desire to buy and is influenced by PSI, strengthening the brand's relationship. Positive experiences, perceived quality, and brand awareness are essential for creating loyalty.	[1][4][5]
Content Marketing	Content marketing is an approach to generating valuable content to attract audience attention. DCM is at the center of digital marketing despite various perspectives.	[1][6][7]
Consumer Social Learning	Social Learning (SLT) emphasizes the consumer aspect and elaborates on specific patterns of market coevolution.	[1][8][9]
Content Value	The value of content is established through dynamic interactions, influence, relevance, and increased shareability.	[1][10][11]
Marketing Strategy	Utilize social content marketing to establish long-term relationships with customers as a key strategy.	[11][4][10]
Brand Values	Content must align with brand values to generate a positive impact, while brand values provide product guidance and reflect the Company's core values.	[11][12][13]
Capability Building	Innovation is influenced by processes rather than resources, with the firm's learning mechanism playing a role in developing technological capabilities and creating complex capital goods.	[14][15][16]
Social Media	Software companies utilize social content marketing for promotional purposes, using owned and earned media. The main emphasis is on luxury brands' effective utilization of social media.	[10][11][2]
Digital Marketing	Engaging content that supports the digital experience became a key focus in digital marketing in 2019, with CM considered an essential tool to achieve digital marketing success.	[11][6][10]
Online Marketing	Effective online marketing depends on consumer behavior and utilization of user-generated content, although luxury brands are hesitant due to concerns about exclusivity.	[4][11][17]
Social Media Marketing	Social media marketing plays a crucial role in creating customer equity, as seen in Burberry, which increased profits by 40% after utilizing it.	[2][11][4]
Facebook	Facebook is still a key platform for distributing content and fulfilling emotional and cognitive needs. Luxury brands are responding to consumer responses using emojis in a friendly way.	[5][11][12]
Value	The value of content marketing is created through the consumption and	[6][10][11]

Factor	Description	Resources
	distribution of content that connects audiences with brand benefits.	
Digital Growth	The digital growth strategy emphasizes using digital platforms, clear boundary definitions, and a growth mindset that embraces new technologies.	[18][19][20]
Digitalization	Digitalization transforms information into a digital format to facilitate processing and innovation in business, marketing, and data analysis.	[21][22][23]
Luxury Content Marketing	Premium brands promote the 7Cs social media framework, emphasizing experience, heritage, narrative, expertise, and brand philosophy.	[24][25][26]
Brand Prestige	Brand prestige refers to the high status of the product associated with outstanding achievements and the high relative position of the brand.	[26][27][28]
Brand Exclusivity	Customers' desire for exclusivity drives the use of luxury goods, but luxury brands need to balance exclusivity with the openness of social media that influences consumer choices.	[29][30][26]
Customer Intimacy	Companies adopting a customer intimacy strategy customize products to meet customers' needs.	[31][5][32]
YouTube	YouTube gives fans access to the lives of celebrities, while celebrities keep control of the interaction with short, original videos uploaded by individuals.	[4][33][34]
Branded Content	Branded content marketing can strengthen brand loyalty and purchase intent. While not as apparent as advertising, fans can disseminate branded content through their social networks.	[1][35][11]
Consumer Engagement	Build participation and trusted relationships through DCM, emphasizing mutual communication and consumer commitment after establishing brand identity.	[11][6][5]
Internet Applications	Today's Internet applications have become intertwined daily but are vulnerable to infiltration. Media businesses understand the importance of paying for content rather than relying solely on advertising.	[36][37][38]
Digital Content	Digital content from brands improves positive attitudes, increases awareness, and builds relationships with consumers through relevant content while engaging consumers in the digital economy.	[6][10][11]
Marketing Mix	Content marketing (CM) plays a vital role in marketing strategy, creating a brand image and increasing the desire to buy, particularly for luxury brands, through offers that generate a sense of exclusivity.	[11][3][2]
Consumer Markets	Relationship marketing is starting to become another approach to the consumer market, intending to apply the IMP model to the consumer market and assess its impact on the stock and consumer markets.	[39][40][41]

3. Method

This article uses a qualitative research method with a historical approach to reveal the development, trends, and research mapping related to content marketing. This research was conducted in two stages. The first stage involves systematic data collection from articles published in reputable international journals [42]-[48].

The second stage is the analysis of the collected articles using bibliometric analysis. This analysis will examine and organize the data obtained from the titles and abstracts of published articles. This method can identify the latest developments, trends, and research mapping on content marketing. In addition, the findings of this study are expected to provide recommendations regarding research themes or variables for future researchers.

3.1. Data Collection Methods

Data was collected through research articles obtained from six leading journal publishers, namely 1) Wiley Online Library, 2) Emerald, 3) Springer, 4) Taylor & Francis, 5) Sage Publications, and 6) ScienceDirect. The articles were retrieved from the accessible databases of these publisher groups. To search for articles, Publish or Perish (PoP) software was used to facilitate the search for articles related to relevant research topics. The following are the stages in the data collection process:

1. The search was limited to the years 1988-2025.
2. The main keyword used for this search criteria was "Content Marketing."
3. five keyword combinations were used for the search criteria. The first combination [Content marketing, Purchase intention, Brand loyalty, Consumer social learning, Content value]. The second combination [Content marketing, Marketing strategy, Brand values, Capability building, Social media, Digital marketing, Online marketing, Social media marketing, Facebook, Value, Digital growth, Digitalization]. The third combination is luxury content marketing, Content value, Brand prestige, Brand exclusivity, and Customer intimacy]. Fourth combination [Content marketing, YouTube, Branded content, Consumer engagement]. The fifth combination [Internet application, Digital content, Marketing mix, Consumer markets]. Furthermore, the data collected by the software was narrowed down to include only journals written in English and sourced from reputable publications.
4. The search focused explicitly on scholarly articles in management, business, economics, social sciences, information, and entrepreneurship; it did not include conference proceedings, meeting results, or books.

5. Articles selected for analysis were assessed for their research completeness, ensuring the presence of a title, abstract, and keywords.
6. Important criteria in selecting articles for processing included DOI, journal of publication, publisher, article URL, number of citations, Google Scholar rank, citations per year, citations per author, and authors.

The articles collected through Publish or Perish searches from 1988 to 2025 totaled 1864. This number was obtained from a combination of search titles and keywords, as shown in Table 2.

Table 2. Search Combinations and Number of Articles Generated

Title	Keyword	Amount
["Content Marketing"]	Purchase intention, brand loyalty, content marketing, consumer social learning, content value	168 Artikel
["Content Marketing"]	Content marketing, marketing strategy, brand values, capability building, Social media, digital marketing, online marketing, social media marketing, Facebook, value, digital growth, digitalization	513 Artikel
["Content Marketing"]	Luxury content marketing, content value, brand prestige, brand exclusivity, customer intimacy	478 Artikel
["Content Marketing"]	Content marketing, YouTube, branded content, consumer engagement	543 Artikel
["Content Marketing"]	Internet applications; digital content; marketing mix; consumer markets	168 tikel

3.2. Data Analysis Method

This bibliometric analysis utilizes the Vosviewer application, visualizing the results through data mapping. Using text mining techniques, Similarity Visualization (VOSviewer) can identify relevant combinations of concepts or phrases, thus enabling integrated mapping and clustering to create citations and data analysis in exploring networks. This analysis application brings together various interrelated aspects [54]. The findings aim to map and develop the field of reference studies [55]. This scientific mapping also analyzes trends and patterns in research development related to the study of content marketing.

VOSviewer is a tool that focuses on published scholarly articles and can visualize knowledge development through a visual network. In addition, VOSviewer also provides labeling for clusters, which provides insight into recent advances in research and the extent to which research in the field has been conducted. The output of VOSviewer displays maps and networks based on co-citation data and detailed keyword maps based on keyword co-occurrence and relevance data.

The keyword map and network visualizations are displayed with different colors for each data cluster [55]. In the VOSviewer application, an overlay network is used to illustrate the development of articles over time. This overlay network shows the period (years) in which the relationship between keywords is presented as a network. Through this overlay network visualization, we can observe the extent of progress made in content marketing research. In addition, density visualization provides an overview of the high or low frequency of concepts or constructs that are the focus of the study.

4. Results and Discussion

4.1. Number of Years Published

In the late 1980s, although articles were already discussing content marketing, the topic was still relatively unnoticed. However, in the early 2010s, significant developments in e-marketplaces, along with the increased use of social media, became a potential ecosystem for the growth of e-marketplaces. This growth was further accelerated by the advent of smartphones, which provided the public with easier access to the internet. These changes in the technological environment drastically impact the macroeconomy and how companies manage their businesses. In this context, more and more researchers are interested in exploring the topic of content marketing, both as article titles and as keywords. The search results show 1,864 articles from 1988 to 2025, as depicted in Table 3.

Table 3. Number of Publication Years 1988-2025

Year	Publications Years	Year	Publications Years
The year 1988	1	The year 2011	24
The year 1992	2	The year 2012	27
The year 1955	1	The year 2013	45
The year 1997	1	The year 2014	36
The year 1998	2	The year 2015	46
The year 1999	1	The year 2016	77
The year 2000	3	The year 2017	81
The year 2001	1	The year 2018	109
The year 2002	2	The year 2019	127
The year 2003	2	The year 2020	166
The year 2004	8	Year 2021	240
The year 2005	6	Year 2022	245
The year 2006	4	Year 2023	260
The year 2007	5	Year 2024	301
The year 2008	7	The year 2025	4
The year 2009	15	Total	1864
The year 2010	15		

The value has increased significantly from 2016 to 2024. In 2024, after the pandemic, which is considered a change in the business environment, all business managers large companies and Small and Medium Enterprises (SMEs)-are required to optimize digital technology. Various challenges have emerged with the increasingly dramatic changes in the business environment. Now, there is no other option but to develop a content marketing strategy to promote and conduct business effectively. Hence, experts and researchers worldwide are constantly striving to research, explain, and predict the dynamics of content marketing activities in the digital realm.

4.2. Author's Analysis

The analysis carried out by the author used Google Scholar (GS) ranking. Fundamentally, GS functions similarly to Thomson ISI Web of Knowledge in generating Journal Impact Factors (JIF), which measure the impact of articles. Nonetheless, GS has an advantage in ranking because it provides free access to articles. This free access allows researchers to use articles as references without being constrained by the budget constraints of the institutions they represent.

Table 4. Active Publications Per Year from 1988-2025

Author	Title	GS Rank
T Hennig-Thurau, KP Gwinner, dkk. al (2004)	Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves online?	342
CK Prahalad, V Ramaswamy (2004)	Co-creation experiences: The next practice in value creation	217
RF Hurley, GTM Hult (1998)	Innovation, market orientation, and organizational learning: an integration and empirical examination	763
FE Webster Jr (1992)	The changing role of marketing in the corporation	417
J Van Doorn, KN Lemon, V Mittal, dkk. al (2010)	Customer engagement behavior: Theoretical foundations and research directions	952
PC Verhoef, T Broekhuizen, Y Bart, dkk. al (2021)	Digital transformation: A multidisciplinary reflection and research agenda	60
SC Chu, Y Kim (2011)	Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites	368
M De Veirman, V Cauberghe, dkk. al (2017)	Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude	340
L De Vries, S Gensler, dkk. al (2012)	Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing	785
R Hanna, A Rohm, VL Crittenden (2011)	We're all connected: The power of the social media ecosystem	553
C Lou, S Yuan (2019)	Influencer marketing: How message value and credibility affect consumer trust of branded content on social media	66
R Batra, A Ahuvia, RP Bagozzi (2012)	Brand love	448
S Nambisan (2017)	Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship	831
YK Dwivedi, L Hughes, E Ismagilova, G Aarts, dkk. al (2021)	Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy	698
C Grönroos (2011)	Value co-creation in service logic: A critical analysis	451
YK Dwivedi, E Ismagilova, DL Hughes, dkk. al (2021)	Setting the future of digital and social media marketing research: Perspectives and research propositions	823
DG Muntinga, M Moorman, EG Smit (2011)	Introducing COBRAs: Exploring motivations for brand-related social media use	835
T Hennig-Thurau, EC Malthouse, dkk. al (2010)	The impact of new media on customer relationships	883
CM Sashi (2012)	Customer engagement, buyer-seller relationships, and social media	412
N Bendapudi, RP Leone (2003)	Psychological implications of customer participation in co-production	907
C Ashley, T Tuten (2015)	Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement	14
YJ Han, JC Nunes, X Drèze (2010)	Signaling status with luxury goods: The role of brand prominence	46
LD Hollebeek (2011)	Demystifying customer brand engagement: Exploring the loyalty nexus	629

Author	Title	GS Rank
L Hollebeek (2011)	Exploring customer brand engagement: definition and themes	523
J Van Dijck (2009)	Users like you? Theorizing agency in user-generated content	807

The GS ranking reflects the author's contribution to producing articles each year. Based on the data collected, 64 authors are actively writing. Table 4 analyses the authors' contribution to producing articles each year and the relevance of their GS rank. Thus, Table 4 clearly illustrates the contribution of each author throughout the year [55].

4.3. Author's Analysis

Citation analysis provides an overview of how many articles other researchers reference. The number of researchers studying content marketing shows a significant upward trend, especially between 2016 and 2024.

Changes in the macro environment bring various challenges to business management. Therefore, both large companies and small and medium-sized enterprises (SMEs) must be able to adapt to the dynamics of these changes. This effort to improve adaptability has triggered a high commitment from researchers to continue developing scientific knowledge to deal with problems in business management, especially in the content marketing arena. Several journals, such as the Journal of Marketing, Journal of Interactive Marketing, and International Journal of Advertising, record the highest number of publications on content marketing, as shown in Table 5.

Table 5. Top Twenty-Five Authors and Articles Cited in Content Marketing Publications

Author Name	Publisher	City Frequency
T Hennig-Thurau, KP Gwinner, dkk. al (2004)	Journal of Interactive Marketing	10.912
CK Prahalad, V Ramaswamy (2004)	Journal of Interactive Marketing	10.294
RF Hurley, GTM Hult (1998)	Journal of Marketing	7.260
FE Webster Jr (1992)	Journal of Marketing	5.656
J Van Doorn, KN Lemon, V Mittal, dkk. al (2010)	Journal of Service Research	5.567
PC Verhoef, T Broekhuizen, Y Bart, dkk. al (2021)	Journal Business Research	4.454
SC Chu, Y Kim (2011)	International Journal of Advertising	3.818
M De Veirman, V Cauberghe, dkk. al (2017)	International Journal of Advertising	3.738
L De Vries, S Gensler, dkk. al (2012)	Journal of Interactive Marketing	3.594
R Hanna, A Rohm, VL Crittenden (2011)	Business Horizons	3.355
C Lou, S Yuan (2019)	Journal of Interactive Advertising	3.182
R Batra, A Ahuvia, RP Bagozzi (2012)	Journal of Marketing	3.167
S Nambisan (2017)	Entrepreneurship Theory and Practice	3.044
YK Dwivedi, L Hughes, E Ismagilova, G Aarts, dkk. al (2021)	International Journal of Information Management	2.989
C Grönroos (2011)	Marketing Theory	2.817
YK Dwivedi, E Ismagilova, DL Hughes, dkk. al (2021)	International Journal of Information Management	2.797
DG Muntinga, M Moorman, EG Smit (2011)	International Journal of Advertising	2.721
T Hennig-Thurau, EC Malthouse, dkk. al (2010)	Journal of Service Research	2.632
CM Sashi (2012)	Management Decision	2.597
N Bendapudi, RP Leone (2003)	Journal of Marketing	2.504
C Ashley, T Tuten (2015)	Psychology & marketing	2.466
YJ Han, JC Nunes, X Drèze (2010)	Journal of Marketing	2.303
LD Hollebeek (2011)	Journal of Marketing Management	2.274
L Hollebeek (2011)	Journal of Strategic Marketing	2.206
J Van Dijck (2009)	Media, culture & society	2.176

4.4. Bibliometric Analysis

Bibliometric analysis assists researchers in mapping and evaluating research development around content marketing. As such, the results of this analysis can identify relevant and current research themes or variables, thus clarifying the potential impact that can be achieved if the research continues to be developed.

4.4.1. Co-authorship Analysis

In the co-authorship analysis, there is a connection between authors who collaborate with other authors. The results of this analysis indicate that the authors are actively working together on content marketing-related research, as shown in Figure 1. Chen X collaborates with several other authors, and many of his articles involve two or more research teams. Similarly, other authors such as Wang Y, Chen H, Wang X, Lou C, Zhang Y, and Kumar have also produced many articles published by diverse author teams.

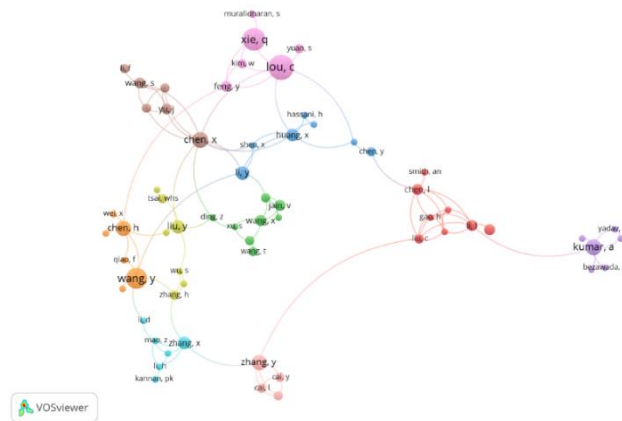


Fig 1. Author Network

The collaboration conducted by the authors reflects a strong commitment to continue developing research in content marketing. Table 6 presents the titles of the research that the authors have conducted.

Table 6. Author Collaboration

Author Name	Title	GS Rank
L Chen, H Gao, H Memon, C Liu, X Yan, L Li (2024)	Influence Mechanism of Content Marketing for Fashion Brand Culture on Consumers' Purchase Intention Based on Information Adoption Theory	5
L Li, F Ye, PB Lowry, A Kumar (2023)	How can firms unlock the successful implementation of digitalization? Firm-level evidence from manufacturing companies	479
C Lou, Q Xie, Y Feng, W Kim (2019)	Does non-hard-sell content work? Leveraging the value of branded content marketing in brand building	7
C Lou, S Yuan (2019)	Influencer marketing: How message value and credibility affect consumer trust of branded content on social media	245
C Lou, SS Tan, X Chen (2019)	Investigating consumer engagement with influencer-vs. brand-promoted ads: The roles of source and disclosure	127
C Lou, Q Xie (2021)	Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty	2
Q Xie, C Lou (2020)	Curating Luxe experiences online? Explicating the mechanisms of luxury content marketing in cultivating brand loyalty	52
Y Wang, SS Ma, D Li (2015)	Customer participation in virtual brand communities: The self-construal perspective	802
Y Wang, F Qiao, W Peng (2015)	Is the size or the valence of proactive engagement associated with purchase intention? A case study of branded blogs of Starbucks	842
H Chen, Y Wang (2017)	Connecting or disconnecting: luxury branding on social media and affluent Chinese female consumers' interpretations	52
H Chen, Y Wang, F Qiao (2021)	Informing, reinforcing, and referencing: Chinese male consumers' interpretation of luxury advertising and luxury brands' presence on Chinese social media	128
F Fan, K Chan, Y Wang, Y Li, M Prieler (2023)	How influencers' social media posts influence audience engagement among young consumers	151
R Li, Y Wang, H Zhang (2023)	The shape of premiums: Logo Shape's effects on perceived brand premiums and brand preference	781
H Zhang, X Zheng, X Zhang (2020)	Warmth effect in advertising: The effect of male endorsers' warmth on brand attitude	470
X Zhang, Y Zhang (2024)	Content marketing in the social media platform: Examining the effect of content creation modes on the payoff of participants	73
JK Eastman, H Shin, V Jain, X Wang (2024)	Determinants of positive consumer affect toward luxury brands' social media posts on sustainability: A fsQCA approach	318
R Geng, S Wang, X Chen, D Song, J Yu (2020)	Content marketing in e-commerce platforms in the Internet celebrity economy	183
X Chen, X Shen, X Huang, Y Li (2021)	Research on social media content marketing: An empirical analysis based on China's 10 metropolises for Korean brands	62
H Chen, Y Feng (2024)	Friend or Foe? A mixed method analysis of YouTube users' replies to top comments of advertising	727

Author Name	Title	GS Rank
S Xu, Y Mou, Z Ding (2023)	The more open, the better. Research on the influence of subject diversity on trust of tourism platforms	712

4.4.2. Bibliometric Network Visualization Analysis

The analysis conducted using VOSviewer to evaluate co-occurrence resulted in 8,830 keywords related to content marketing. To obtain more specific keywords, the study focused on keywords in the title and abstract by limiting the number of occurrences to three times. From this restriction, 100 keywords were identified and grouped into 13 clusters, as listed in Table 7.

Table 7. Keyword Grouping

Cluster	Keyword
Cluster 1	Business market, DCM, digital content marketing consumption motive, digital content marketing implementation, digital marketing strategy, digital tool, new, electronic word, marketing manager, purchase decision, valuable content.
Cluster 2	Digital PR, distribution, e-commerce, marketing performance, new content, product innovation, SMEs, social media, social media site.
Cluster 3	Advertising content, business strategy, consumer interaction, CRM, customer relationship, entertainment value, social CRM, social media content marketing, and marketing content strategy.
Cluster 4	Content marketing efficiency, content marketing effort, content type, online brand advocacy, online content, social media brand, social media brand community, source credibility, viral marketing.
Cluster 5	Digital economy, innovation, skill, digitalization process, entrepreneur, ICT, social media analytics, technological capability.
Cluster 6	Business model, digital ecosystem, digital enterprise, digital strategy, digital technology, digital world, digitalization, entrepreneurship.
Cluster 7	Content marketer, content marketing strategy, entertainment content, entertainment content marketing, online brand community, customer engagement, and social network.
Cluster 8	Audience engagement, content creator, interactive marketing, self-concept, social media post, virtual influencer, visual content, vlog.
Cluster 9	Content creation, content marketing capability building, digital brand content, influencers brand content, marketing practice, SMS, social media influencers.
Cluster 10	Brand advertising, consumer response, digital media content, social media advertising, and brand engagement.
Cluster 11	Digital age, digital capability, digital transformation, strategy, innovation, marketing concept.
Cluster 12	Business performance, content engagement, digital marketing toward brand engagement, long-form video content, social media influencer, and influencer marketing.
Cluster 13	Customer engagement marketing, digital consumer engagement, digital engagement, social content marketing, viewer.

The results of the network visualization analysis in the figure show that many small nodes represent keywords related to content marketing. This visualization indicates the existence of significant research gaps in this field. For example, the node “Digital Transformation” appears to dominate with various connections to keywords such as “Digital Technology,” “Social Media,” and “Interactive Marketing,” but some nodes such as “Business Strategy” or “Content Engagement” are not yet fully connected to other nodes such as “Social Media Content Marketing” or “Digital Consumer Engagement.” The network visualization analysis in the figure shows many small nodes representing keywords related to content marketing”.

These gaps indicate the need for more research to explain the causal relationships between these nodes. In-depth research can serve to help identify the relationship between digital strategy and content marketing and reveal how elements such as “e-WOM,” “Content Creation,” and “Social Media Influencers” contribute to building digital consumer engagement.

A more detailed and data-driven explanation of these causal relationships will contribute significantly to scientific knowledge in understanding and explaining effective content marketing practices and strategies.

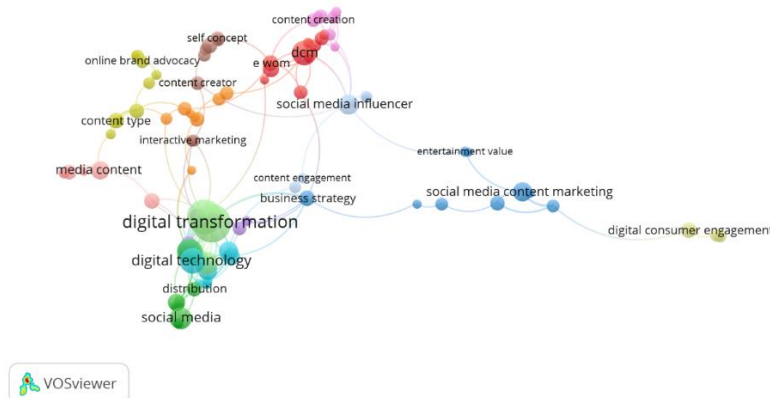


Fig 2. Publication of Network Visualization in Content Marketing

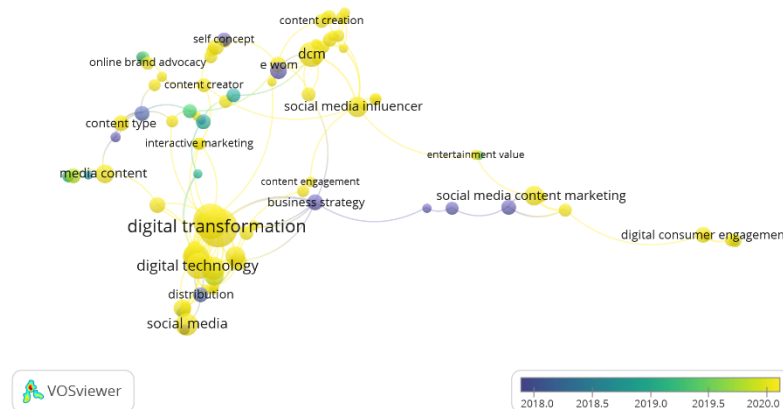


Fig 3. Visualization of Overlays in Content Marketing Publications

Figure 3 shows that the bibliometric network visualization produced using VOSviewer software describes a dataset's relationship between topics or keywords. The central theme raised is "Digital Transformation," which is visible on the largest node in this visualization, reflecting its high frequency and relevance in the research world.

Other nodes, such as "social media influencer," "interactive marketing," and "digital consumer engagement," represent related topics connected through connecting lines. The thickness of the line shows the strength of the relationship between topics. The color of each node indicates a different thematic group: yellow for issues related to social media and consumer engagement, green for interactive marketing and online brand advocacy, and blue for content marketing on social media.

The color gradient on a time scale (2018-2020) depicts temporal development, where yellow nodes mark newer topics (2019-2020), while blue indicates earlier topics (2018). Thus, this visualization is handy for recognizing research trends, such as the increasing attention to "digital consumer engagement" and "social media content marketing" in recent years, as well as emphasizing the importance of "digital transformation" as the main focus of discussion.

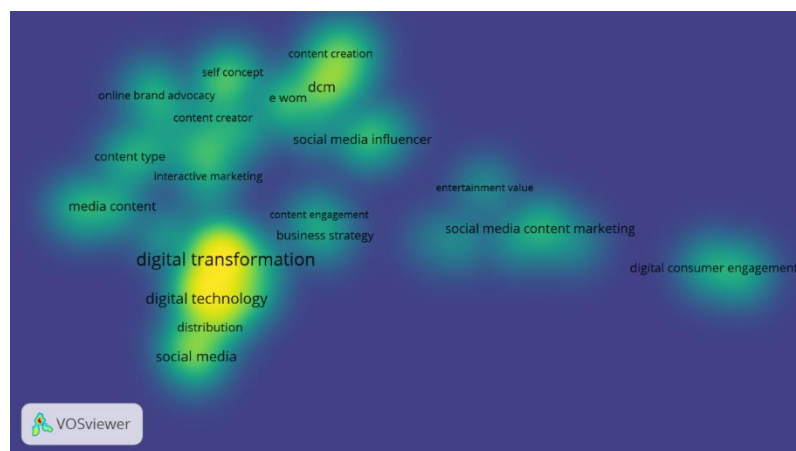


Fig 4. Visualization of Density in Content Marketing Publications

Figure 4 shows that studies on content marketing have primarily focused on the theme of digital transformation, as evidenced by the attention to yellow in the Density visualization output. This yellow color indicates areas with a higher level of research than other themes. However, the darker shades on many different nodes indicate that certain subthemes, such as "Social Media Content Marketing," "Digital Consumer Engagement," and "Interactive Marketing," are less explored.

This condition is based on the results revealed in the Analysis of Network Visualization and Overlay Visualization, which emphasizes the existence of research gaps in various aspects of content marketing. This shows the importance of conducting more profound research on content marketing, especially in the SME sector.

This kind of research will help support the development of a more detailed scientific framework and contribute to the development of academic knowledge regarding content marketing strategies that are relevant and effective in supporting business growth, especially in the digital era.

5. Conclusion

This research emphasizes the importance of digital content marketing (DCM) in strengthening customer relationships, increasing brand loyalty, and increasing purchase intentions. By using a bibliometric approach, this study succeeded in identifying that digital

transformation, social media, and consumer social learning are the main elements in DCM development. VOSviewer analysis reveals that "Digital Transformation" is a central theme closely related to social media marketing and consumer engagement. Recent research trends focus on "Social Media Content Marketing" and "Digital Consumer Engagement," which have become increasingly relevant since 2019-2020. This reflects a shift in research direction towards more integrated and innovative digital strategies. These findings emphasize the importance of developing more adaptive content marketing strategies to face the challenges of the digital era by utilizing technology and social media platforms to create more effective customer engagement.

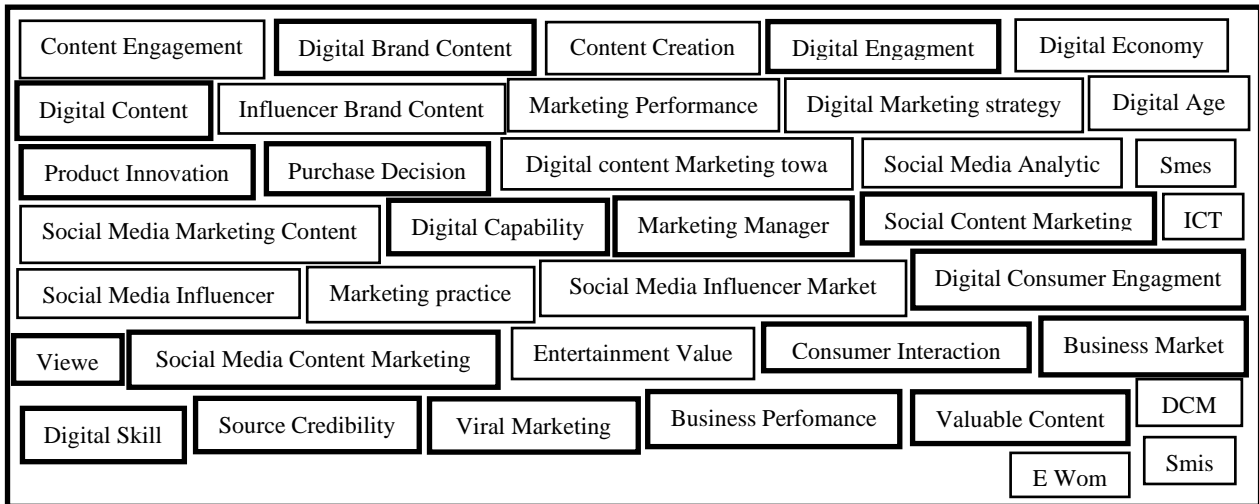


Fig 5. Recommended Themes

The variables or topics listed in Figure 5 come from selected articles published during the 1988-2025 period. By applying bibliometric analysis, it can be seen that many still have not researched the metaverse in the realm of Digital Content Marketing. This gap signals future researchers to conduct metaverse research in digital content marketing. Several themes are suggested for exploring the metaverse in Digital Content Marketing.

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