

Dear ESJ,

Here you can find the review of paper 1283/14. The paper reviews and extends the literature about the definition of content marketing and its metrics through the discussion of empirical results. The paper is sufficiently clear, well-structured and well-written. The topic is interesting and relevant both for academics and practitioners.

The theoretical section is sufficient to support objectives of the paper and conclusions. The empirical section, developed through the examination of the Italian context, is clear and confirms the arguments explained in the theoretical section. I have just few, minor, remarks: 1) I suggest to better clarify the purpose of the paper in the introduction section; 2) The author is not always be able to clearly explain the relationship between content marketing and value creation. Therefore, after eliminating these very minor remarks, the paper is surely acceptable for publication in your prestigious journal