

National marketing consultancy firm, Marketing Eye has launched a spin-off, Marketing Eye Digital, due to the burgeoning growth of this area in the business.

"Due to the exponential growth of the digital division within Marketing Eye, we are pleased to launch Marketing Eye Digital in the Australia market," confirmed Mellissah Smith, Chief Executive Officer, Marketing Eye.

Marketing Eye Digital will be run by the Rowland Lee, the company's technology director and will encompass all areas of digital marketing.

"To have all expertise in the area of digital marketing under one roof, is particularly important, and Marketing Eye Digital is one of the few companies that have these capabilities," said Rowland Lee, Technology Director, Marketing Eye Digital.

"This will be a significant area of the business and has already accounted for more than 35% of revenue over the past 6 months.

"People are realising the importance of digital marketing, web 2.0, and integrated marketing strategies and it is becoming harder and harder to keep up to this demand."