Leading Australian marketing consultancy, Marketing Eye, has this month launched into the world of online journalism with the release of Marketing Eye Radio.

No stranger to being at the forefront of innovation, Marketing Eye has responded to the growing desire in the market place for instantly accessible information that can create competitive advantage in small to medium sized businesses.

"We know from our extensive research that businesses want to be kept abreast of the latest developments" said Marketing Eye CEO Mellissah Smith. "Equally, they want their information delivered quickly and easily."

Marketing Eye Radio details the latest in international and local marketing news. The fortnightly program will enhance listeners understanding of the marketing sphere and allow them to critically examine their own marketing efforts.

"Marketing Eye understands that it is not always easy for managers to step back and examine their business" said Ms Smith. "So we have provided them with an insight into the cutting edge of marketing."

To listen to Marketing Eye Radio follow this link - http://www.marketingeye.com.au/meradio.html

About Marketing Eye

Marketing Eye was established in 2004 to assist small to medium sized businesses to grow through marketing. Providing companies with a marketing manager for a 12-month period, Marketing Eye gives businesses the opportunity to have the same resources as their larger counterparts, without the financial burden.

With in-house resources in web, film, design and public relations, Marketing Eye is a full-service agency with extensive expertise in working in the small to medium sized business market.

Marketing Eye has offices in Sydney, Melbourne, Gold Coast and agents throughout Australia and overseas.