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### **The Inline Group Announces Valynt Digital**

The Inline Group's (TIG) President, Kelli Mulloy announced today that TIG would partner with LIFT Social Media (LIFT) to create the new Valynt Digital. "TIG engaged LIFT in early 2017 to expand and improve the way that we use digital marketing to find candidates for our clients. After working with Dan Spottsville, Founder of LIFT for most of 2017, we realized that the future is digital," says Mulloy.

The Inline Group has always been a leader in technology, mobile solutions and digital marketing, but until the partnership with LIFT, digital was limited to landing pages and automated emails. With the assistance of LIFT, TIG expanded client marketing into new media and in new markets.

This success resulted in the formation of Valynt Digital. Unlike traditional advertising agencies who are attempting to navigate the transition to digital, Valynt was "Born Digital." Dan Spottsville began his digital marketing career long before anyone was even using the word digital. With more than a decade of digital marketing experience, Spottsville achieves results for his clients that are unparalleled in the industry.

"We are so excited about our future with Valynt Digital. The opportunities for our clients using digital will again allow TIG to again change the way physician recruiting is delivered. So many other industries have changed with digital and it is time to introduce it to the world of physician and patient marketing," said Mulloy.

For more information visit [www.inline.group](http://www.inline.group).

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