

Tech Topics

Marketing Guru Says Dating App Is Fun

(NAPSA)—As a successful entrepreneur, consultant and marketing expert with an impressive track record for building brands and companies, Peter Philipp Wingsoe knows what he is talking about when he says using mobile apps are the most efficient way for brands to connect with consumers.

Wingsoe, currently the Managing Partner of Entertainment Fusion Group, a full-service, international public relations and marketing firm, has had a hand in building a number of profitable



Peter Philipp Wingsoe

brands and companies.

He specializes in tech startups, focusing on marketing and integrated strategies, with his mantra being “Ideas are plentiful, execution is scarce; we help guide you towards success!”

Wingsoe’s most recent project is overseeing the launch of the new mobile dating app Tinder; said Wingsoe, “It is the first app to use intuitive technology to result in more meaningful connections among users.”

He believes that mobile dating apps will eventually make traditional dating websites obsolete.

The app’s intuitive technology finds out who, in your vicinity, is interested in getting to know you better. It then connects you with them if you are also interested.

To increase a user’s sense of privacy, the company has a policy of not posting on Facebook walls or revealing matches and interactions. The free, top-rated dating app for iPhones is available for download in the Apple App Store.

To learn more, visit www.efgpr.com.