

THE LAST BREAKING



Last Breaking Communication Private Limited

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From Obscurity to Glory

“ It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently ”

Warren Buffet

ABOUT TLB

The Last Breaking is an umbrella online media organisation that provides a vast platform to its subscribers and clients to connect to the powerful virtual world of digital world that suffices the online presence for its subscribers and clients to whichever sector they belong to.

Having an full-fledged news website which is being operated by prominent journalists of the Indian media industry, TLB has diversified its wing and operates in the arena of promotion and image building for its clients and creates an unbeatable presence on the digital platform, intensifying their influence and presence in the society.

Established in 2020, TLB has honed the image of its clients on the digital platform as this is one area which in the recent years have become a deciding factor in terms of deciding the faith of anyone's popularity or a business turnover due to the growing online traffic.

TLB ever since its existence has catered to prominent organisations from the sectors of politics, spirituality, education, medical institutions and individuals of prominence.



VALUE ADDED SERVICES



1 Image promotion

Combining highly powerful and omnipotent digital communication tools with hard-hitting messaging, we help our patrons reach out to the audience on influential social media platforms.

Our team of extremely digital savvy, young communicators lives and breathes the digital phenomenon. They are the people who defy their physical limitations and have their fingers on the pulse of the entire world, virtually. They establish affinity with their audience beyond national boundaries.

Equipped with the latest skill set of digital communication this team offers innovative and admirable solutions for social media engagement, digital campaigning, and search engine marketing. They are experts in integrating offline campaigns with the digital medium to create outcomes with multiplier effects.



2 Media management

The Last Breaking has an expertise in management of media. Nothing in today's time flourishes without media as that a mandatory step to make anything reach prominence through media only. Managing every bit of media related content for its clients is what the organisation delivers. Anyone, who has done something commendable, if wants his achievements to be recognised by the mass, then The Last Breaking is one stop where the search ends.

The Last Breaking not only ensures it does justice with the image of any person but also make sure that the service given by The Last Breaking leaves an indelible mark in their minds and the society.



3 Reputation Management

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

These words of legendary investor and business magnet Warren Buffet capture the ethos of reputation.

We at The Last Breaking strongly believe that a reputed brand, organisation, or individual can't afford to make even a single mistake and each action must be aligned with its hard-earned prestige.

Our reputation management specialists work hard in ensuring that every action or communication of yours is understood positively by your audience. This progressively strengthens their trust in you.

Our special 'Reputation Laboratory' also equips us to create innovative modules and campaigns to build a reputation completely afresh or protect it at the time of a crisis.



4 Search Engine Optimization

TLB provides the services of Search engine optimization, which is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.



5 Social Media Optimization

TTLB provides the services of Social media optimization (SMO), which is the use of social media networks to manage and grow an organization's message and online presence. As a digital marketing strategy, social media optimization is a high valued tool to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news.



6 Email Marketing

TLB provides the services of Email marketing, which is the act of sending a commercial message, typically to a group of people, using email.

In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.



7 Content Marketing

TLB provides the services of Content marketing, which is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Tools where our clients gain

We offer customized digital and social media marketing services that help a company connect and communicate with its specific target audience in a much engaging way.

Digital and Social Media are important and cost-effective platforms today to increase and promote a company's brand image, especially among young consumers. Social Media Optimization (SMO) is a powerful online marketing tool used by our agency.

We help organizations establish a strong presence on social media sites like Facebook, Twitter, LinkedIn etc., providing a boost to their company image and ensuring that they stay ahead of their competitors in terms of visibility and communication.

We focus on the concept of Social-Media Marketing based on an easily comprehensible model: FOAF, better known as the Friend-Of-A-Friend trust model, which enables companies to interact with its present customers and forge longer associations as well target potential customers.



Our Procedure

- Listen to client's requirements.
 - Analyse the requirements.
 - Carve out a proper strategy to meet the requirements.
 - Execute the strategy
 - Update the client with timely status
- Attain the objectives of projects taken-up.

VALUES

The mode of news delivery has transformed over a period of time and The Last Breaking is an organisation that stands out among others in this era of media transformation for its work. The Last Breaking is in the arena of promotion and image building of organisations, individuals of substance and political parties who want to be at the epitome of news and be an influence in the society.

The Last Breaking specializes in the promotion, creation and enhancement of the persona of its clients on the digital platform which currently is an emerging factor in making anything prominent.

As digital-social becomes main stream in the world, every masscom service provider is rightfully working to transform their service offering for a larger share of the digital pie.

So, what can a digital promotion firm do best that is consistent with its DNA and its mandate of reputation management?

Our focus is managing online reputation through engaging online editors, professional bloggers, and active stakeholders who are involved in honing the narratives and impacting corporate reputations.

The Last Breaking is led by experts who have over 21 years of experience in online journalism and creator of the image that several organisations and individuals carry in today's time.

The business of digital promotion is to influence the influencer and thus, we concentrate on it quite aggressively. Managing online crisis and reputation issues is a fast-growing body of our work.

Our suite of services includes the entire range of digital-social services to achieve the above. We have full-fledged in-house technology and video content teams, who work with enormous efforts to create a content that manipulates and convinces the mass with a positive impact.



MISSION

To ethically lead the online media both in terms of news and image building platform and creating a bench mark for the new entrants in the arena.

VISION

To emerge as the strongest service provider catering to all clients and subscribers who look for ethically establishing themselves both in terms of news and society influencer on the digital platform and willingness to rule their respective arenas.

WHY TLB

Working with experts in any field is an experience that can't be matched. The team of The Last Breaking has expertise that can't be matched since it does every work with perfection and instills its experience in it. The experts first of all being from the sector themselves know how to take the work ahead. Having worked for prominent UPSC coaching centres, political parties and Public Sector Undertaking, the Last Breaking knows what its clients exactly want. It deploys a separate research team to carve out a strategy for its clients that matches its requirement.

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