



Digital Marketing & Sales Assistant Program

Empowering Our
Workforce for Success



Phone Number
076 701 2233



Our Website
www.acpt.lk

Introduction of ACPT



ACPT – Academy of Computer Programming & Training is a leading training institute dedicated to shaping future-ready professionals. We offer a range of practical, job-oriented programs in software engineering, digital skills, and emerging technologies. With expert guidance, real-world projects, and career support, ACPT empowers students to achieve success in today's competitive world.



Company's Commitment to Growth

ACPT is committed to continuous growth by delivering high-quality, industry-relevant training. We strive to expand opportunities, embrace innovation, and ensure every student gains the skills and confidence needed for long-term success.

Importance of Continuous Learning

In today's fast-changing world, knowledge quickly becomes outdated. Continuous learning ensures individuals stay relevant by upgrading their skills, adapting to new technologies, and remaining competitive in their careers. It builds resilience and opens pathways to growth.

Continuous learning also fosters creativity and problem-solving. By embracing lifelong education, individuals can expand perspectives, explore opportunities, and drive innovation. This commitment strengthens personal development while contributing to organizational success and global progress.



Digital Marketing & Sales Assistant Program

Overview



▶ Introduction to Digital Marketing & Sales Assistant Program

The Digital Marketing & Sales Assistant Program at ACPT is designed to transform students into industry-ready professionals. Covering modern technologies like Learn social media marketing, content creation, advertising, and sales techniques. This 3-months program prepares you for real jobs in marketing and digital business.

03 Months

Physical batch

Sinhala Medium

2 days per week

08.30 am – 5.00 pm

ONLY 30 Seats

▶ Who Can Follow This Program

- Undergraduates (University students)
- Passed O/L (Eligibility Interview required)
- Passed A/I (Eligibility Interview required)
- Job Seekers (Eligibility Interview required)
- Your age should be less than 28 years



Training Modules

- Our Digital Marketing & Sales Assistant program helps to achieve for good pathways like Digital Marketing Assistant , Social Media Executive , Online Sales Coordinator , Content & Campaign Assistant & through this program we build strong technical expertise.



Module 1 – Core Digital Marketing

- **Introduction to Digital Marketing & Online Business Models**
- **Branding, Positioning & Customer Personas**
- **Social Media Marketing (Facebook, Instagram, TikTok, LinkedIn) – Organic & Paid**
- **Content Creation Strategies (Images, Videos, Reels, Stories)**
- **Copywriting & Persuasive Writing Techniques**
- **Influencer Marketing & Collaboration**

Module 2 – Advertising & Lead Generation

- **Meta Ads Manager (Facebook/Instagram Ads) – Campaign Setup & Optimization**
- **TikTok Ads Platform**
- **Google Ads (Search, Display, YouTube)**
- **AI Tools for Ad Creation (ChatGPT, Canva Magic Studio, Runway)**
- **A/B Testing & Performance Tracking**



Module 3 – Sales & CRM

- ▶ **Fundamentals of Sales Psychology & Consumer Behavior**
- ▶ **Branding, Positioning & Customer Personas**
- ▶ **Lead Conversion Process & Sales Funnels**
- ▶ **Customer Relationship Management Tools (HubSpot, Zoho CRM, Google Sheets CRM)**
- ▶ **Email Marketing (Mailchimp, Brevo)**
- ▶ **WhatsApp Business API for Sales**
- ▶ **Negotiation & Closing Deals**

Module 4 – SEO & Website Management

- ▶ **Search Engine Optimization (SEO) – On-Page, Off-Page, Technical**
- ▶ **Local SEO for Small Businesses (Google Business Profile)**
- ▶ **Blogging & Content Marketing**
- ▶ **WordPress Basics & Website Management**
- ▶ **E-commerce Platforms (Shopify, WooCommerce, Daraz Seller)**

Module 5 – Data Analytics & Reporting

- ▶ **Google Analytics 4 (GA4)**
- ▶ **Meta Business Insights & TikTok Analytics**
- ▶ **Excel & Google Sheets for Marketing Data**
- ▶ **Reporting & Presentations for Clients**



Module 6 – AI & Automation in Marketing

- ▶ **AI Copywriting Tools (ChatGPT, Jasper, Writesonic)**
- ▶ **AI Video & Image Creation Tools (Runway, Pika Labs, Midjourney, Leonardo AI)**
- ▶ **Marketing Automation Tools (Zapier, Make)**
- ▶ **Chatbot Integration for Sales (ManyChat, Tidio)**
- ▶ **E-commerce Platforms (Shopify, WooCommerce, Daraz Seller)**

Module 7 – Professional Skills & Workplace Preparation

- ▶ **Business Communication Skills**
- ▶ **Presentation & Public Speaking Skills**
- ▶ **Time Management & Task Organization**
- ▶ **Workplace Etiquette & Professional Networking**
- ▶ **Career Portfolio & LinkedIn Profile Setup**

Final Project & Industry Internship

- ▶ **Real-world Digital Marketing Campaign Project with AI Integration**
- ▶ **Industry Internship (6 Months) with Partner Companies**



Our Hiring Partners



OUR STUDENTS

SUCCESS STORIES



Muhammad Ishrath
Intern Software Engineer
Hashgon PTY LTD



Sasanka Pabasara
Trainee Software Engineer
Monik International (PVT) LTD



Malki Shehara
Trainee Software Engineer
Nippon Paint Lanka (PVT) LTD



Wathmal Ranaweera
Intern Software Engineer
Dialog Axiata PLC



Pasindu Pabasara
Trainee Software Engineer
WEMIXT (PVT) LTD



Ravishan Senevirathna
Intern Software Engineer
Kapruka Holdings PLC



Dhanali Fernando
Trainee QA Engineer
WEMIXT (PVT) LTD



Laksen Nayanajith
Intern Software Engineer
IT Signature PVT LTD



Harsha Lakmal
Trainee Software Engineer
AIA Insurance



Jeewantha Sandipa
Trainee Software Engineer
WEMIXT (PVT) LTD



Mohamed Ijlal
Software Engineer
Sankaraa Tech



Sasanika Ruwanthi
Trainee Software Engineer
Experbetic (PVT) LTD



Dilmika Kavinga
Associate Software Engineer
Welltech Innovation (PVT) LTD



Ramesh Kaushika
Intern Software Engineer
Red Code Solution (PVT) LTD



Imesh Wijesinghe
Intern Software Engineer
Axcertro (PVT) LTD



CONDITIONS

- ▶ The selected payment plan cannot be changed throughout the whole program.
- ▶ If you want to join the Digital Marketing & Sales Assistant program, you can enter this program by making a payment of **Rs.10,000.00** as registration fee.
- ▶ As there are only **30 seats**, register soon and reserve your seat.
- ▶ Bank payment should be made to the following bank account and a **payment slip should be delivered to the coordinator** for your payments.
- ▶ Every training session is conducted **physical** and **your attendance is compulsory**.

COURSE FEE & PAYMENT OPTIONS

▶ One-Time Payment – Best Value

- Discount: 10% OFF
- Pay: LKR 54,000.00 (If you choose full payment there is no seat reservation needed)

LKR
60,000.00

▶ Three Instalments – No Discount

- Seat Reservation: LKR 10,000.00
- Balance Payment: LKR 50,000.00
 - Then pay : LKR 20,000.00 for the 01st month
LKR 20,000.00 for the 02nd month
LKR 10,000.00 for the 03rd month
 - Total Payable: LKR 60,000.00



BANK DETAILS



Bank : **Commercial Bank**

Account Name : **ACPT-ACADEMY OF COMPUTER PRO' & TRAINING**

Account Number : **1000824610**

Branch : **Wadduwa**

Contact Information

For any questions about the training program, please reach out to:



Phone

076 701 2233



Website

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Email

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ACPT

