



COMPANY PROFILE

www.ceylonnewsfactory.lk

WHO WE ARE

We are a dynamic Digital Agency that exists simply to lift your business to the next level.

Pioneers in crafting impactful Mass and Digital media promotions

Specialists in digital marketing, delivering tailored strategies for maximum reach

Experts in brand management, offering innovative campaign design

Seamlessly orchestrating events to leave lasting impressions

Comprehensive graphic design and video editing services that inspire

WHY #TEAMCNF

We are guided by strong values which define our organization and every single employee that represents us:

All Media Solutions

Experience

Creative & Innovative

Visionary

Reliable

Approachable

Accessible

People Focused



CEYLON NEWS FACTORY (PVT) LTD

Ceylon News Factory (Pvt) Ltd is one of Sri Lanka's most trusted and widely visited web news portals, attracting over 1.5 million visitors per month and reaching over 5 million users on Facebook. Having established a significant presence in the media field, the company has expanded into mass and digital media marketing, as well as event management. We are the best in the business because we understand every aspect of the media field and its growth. Today, we serve a diverse clientele, including premium businesses, organizations, government institutions, and political campaigns, solidifying our position as a leader in Sri Lanka's media and marketing landscape.

OUR SERVICES

Digital Media Marketing

Content Creation & Copywriting

Graphic Designing, Video Editing & Creation

Lead Generation Google, LinkedIn & Meta Ad Strategy

Personalized Brand & Design Sprint

Brand Identity Creation

Influencer Marketing

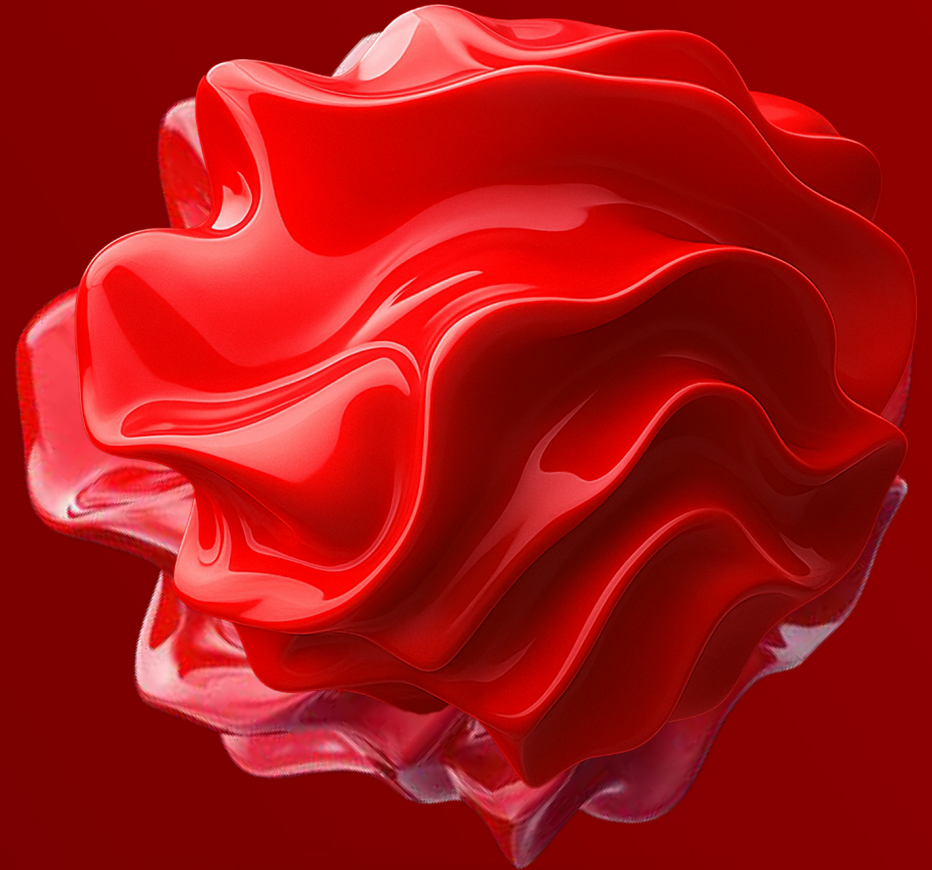
TikTok Marketing

Content Capturing (Photography & Videography)

Web Design, SEO & Development

Event Planning, Marketing & Coordination

Television Commercial Productions.



OUR UNIQUE PROCESS

A 5-6 hour program where our team along with key stakeholders of your business try identify your goals and objectives for your venture and structure a plan to achieve set goals in a timely manner



MARKETING CONSULTANCY

Strategy Development & Planning

Conduct detailed audits of clients' digital presence and audience.

Define clear marketing objectives, KPIs, and a strategic roadmap.

Craft digital marketing strategies and campaigns aligned with brand goals.

Videography & Reel Creation

Conceptualize, shoot, and edit captivating video content for Reels

Optimize Reels for maximum engagement and reach.

Paid Advertising Management

Design and manage targeted ad campaigns to extend audience reach

Optimize ad spend for high ROI and provide detailed performance reports. Deliver monthly performance reports for all platforms

Content Creation & Publishing

Design visually engaging content for Instagram, Facebook, TikTok, and Reels

Maintain a content calendar for consistent audience engagement.

Ensure all content reflects brand messaging and identity

Sales & Promotions Coordination

Plan and execute monthly sales and promotional campaigns

Develop offers and track campaign ROI to enhance revenue.

Design & Copywriting

Coordinate graphic design, write compelling copy, and create engaging captions.

Ensure messaging resonates with the target audience

Influencer Collaborations

Identify and manage partnerships with niche influencers.

Oversee negotiation, content approval, and campaign execution

Utilize influencer reach to boost brand credibility and visibility

Scheduling, Posting & Analysis

Manage scheduling and posting across TikTok, Instagram Reels, and META platforms

Optimize content delivery timings and analyze performance metrics. Conduct review sessions to refine strategies and optimize results.

Community Engagement

Actively monitor and respond to audience comments and messages.

Enhance engagement with contests, polls, and interactive sessions.

Address concerns promptly to uphold a positive brand reputation



WEB SITE DEVELOPMENT AND MANAGEMENT

Website Design and Development

- Custom website creation
- Responsive design
- User experience optimization

Search Engine Optimizaton

- On Page SEO
- Off Page SEO
- Local SEO

Website Maintenance

- Regular updates
- Security monitoring
- Content management

E-commerce Solutions

- Development of online stores
- Payment gateways
- Product management systems

TELEVISION COMMERCIALS

We craft strategic television commercials aimed at boosting brand awareness and driving sales growth. Each ad is tailored to specific target audiences, delivering a clear, impactful message through a defined tone—whether emotional, fun, or professional. Our commercials incorporate strong visual content, brand elements, and memorable taglines, all within carefully planned durations such as 15 or 30 seconds. We manage the entire process with clear timelines, defined budgets, and creative references to ensure high-quality, results-driven outcomes.





EVENT MANAGEMENT

Corporate Events

Planning and execution of conferences, seminars, and workshops

Product Launches

End-to-end management of product launch events, including media coverage.

Campaign Events

Organization of political or brand-specific campaign events

OUR LEADERSHIP TEAM



Shashinka
Vidusara

Founder / CEO



Janith
Kaluarachchi

Director



Piukmika
Lakshani

Editor-in-chief



Hashan
Wijerathne

**Head of
Advertising**



Dinuka
Pramodaya

**Head of Production
and Events**



Praveen
Amaranayaka

**Visual Content
Strategist**



PUBLIC RELATIONS (PR) AND MEDIA RELATIONS

Event PR

Publicity and media management for corporate events, product launches, and more.

Media exposure for political candidates.

Press Releases

Writing and distribution to relevant media service providers.

Media Coverage

Securing coverage in leading Television Channels, Radio Broadcasts, newspapers, magazines, and online platforms.



TOTAL MEDIA SOLUTIONS

T H A N K Y O U

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