



IILD Services

HARVESTING THE PRESENT FOR INCREDIBLE FUTURE



100% JOB ASSISTANCE



CONTACT US



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www.iild.co.in



UG CS-34, Ansal Plaza,
Sec-1, Vaishali, Ghaziabad



Comprehensive Digital Marketing Training



Industry-Based Trainers



Interactive Learning Experience



Learning Management System (LMS)



**BE JOB READY WITH
INDUSTRY TRAINERS**

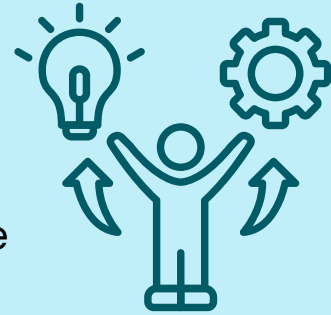
Through our meticulously designed training programs, we equip individuals with the essential skills needed to excel in today's dynamic job market. From personality development to technical skill enhancement, we offer a holistic approach to personal and professional growth.



Our Speciality

Focus on Practical Application

We emphasize hands-on learning and provide learners with opportunities to apply their knowledge in real-world scenarios. Through practical exercises, projects, and simulations, learners gain the confidence and skills needed to implement digital marketing strategies effectively.



Industry-Relevant Curriculum

Our training modules are designed to align with the latest trends and practices in the digital marketing industry. By staying ahead of industry changes, IILD Services equips learners with the skills employers are seeking.



Personalized Attention

Our classes are kept small to ensure that trainers can address individual questions and provide tailored guidance. Learners receive one-on-one feedback, enabling them to enhance their skills and overcome any challenges they may encounter during the course.

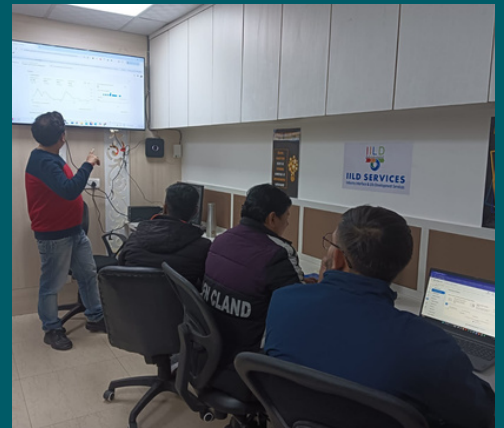


Infrastructure



State-of-the-Art Facilities

IILD Services is equipped with modern and comfortable training facilities. Our classrooms feature the latest audiovisual technology, enabling trainers to deliver engaging and interactive sessions. We create a conducive environment for effective learning and knowledge absorption.



Practical Labs

IILD provide dedicated practical labs where learners can apply their knowledge using industry-standard tools and platforms. These practical labs offer a hands-on experience, allowing learners to experiment, analyze data, and gain practical insights into digital marketing practices.

HOW WE ARE DIFFERENT

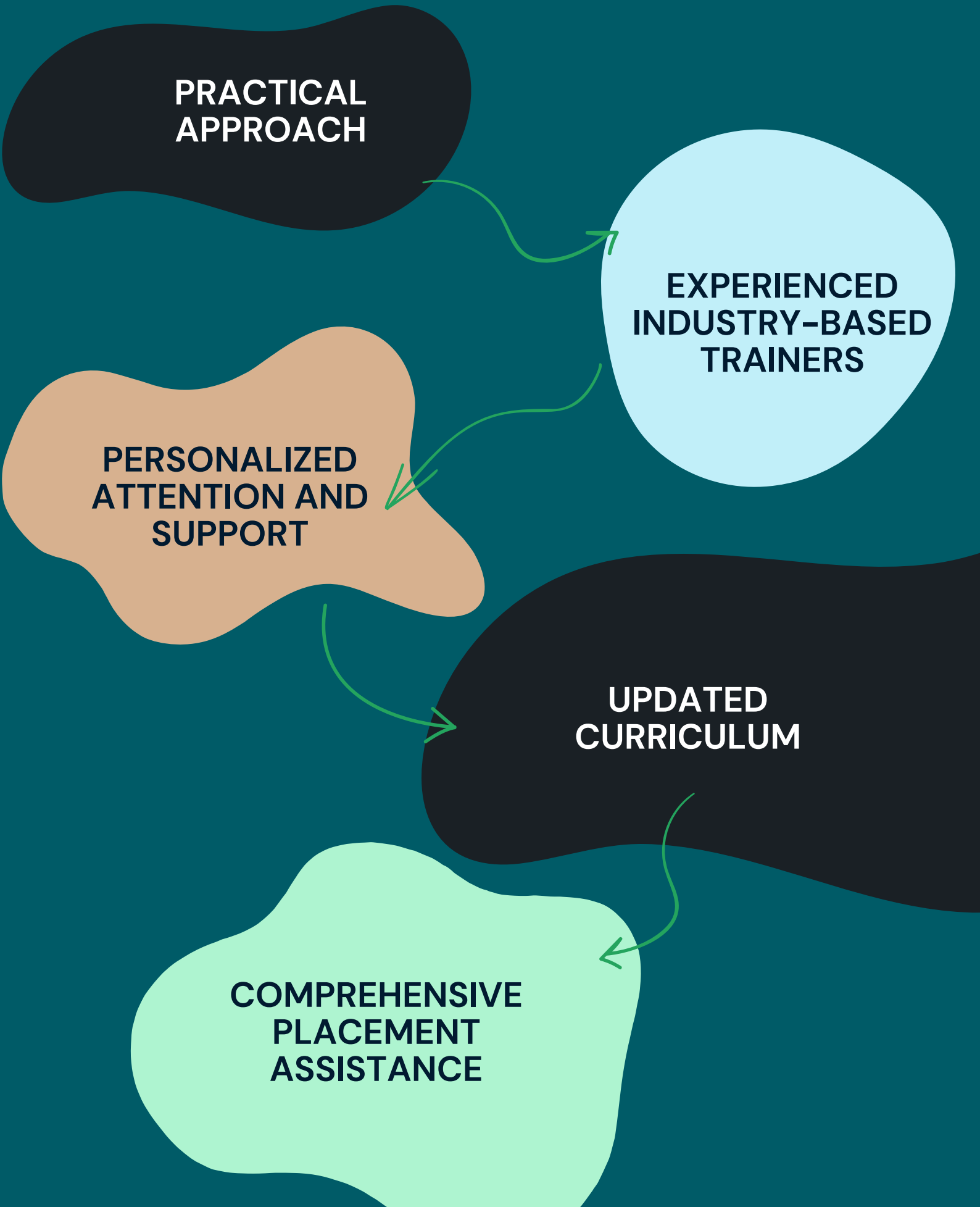
**PRACTICAL
APPROACH**

**EXPERIENCED
INDUSTRY-BASED
TRAINERS**

**PERSONALIZED
ATTENTION AND
SUPPORT**

**UPDATED
CURRICULUM**

**COMPREHENSIVE
PLACEMENT
ASSISTANCE**



VISION

Through our meticulously designed training programs, we equip individuals with the essential skills needed to excel in today's dynamic job market. From personality development to technical skill enhancement, we offer a holistic approach to personal and professional growth.



MISSION

Behind every successful endeavor at IILD is a dedicated team of professionals committed to excellence.



TRAINER PROFILE

Mayank Kumar Dwivedi
Chief Consultant



- A seasoned digital marketing professional with over 18 years of experience
- He has trained the employees with over 200 clients globally, including renowned names like CISCO, Jindal Stainless, Sonalika Tractors, Redington, Hexaware, Simplilearn, NIIT Ltd, Trove Health, Design Option, IMDSL, PestEdge, and LetsChat
- He has also successfully trained more than 8,500 learners through various prestigious institutions like Simpli Learn, NIIT, DIDM, Hansraj College etc.

TRAINING KEY POINTS

“

- Programs are AI-enhanced to meet modern industry demands.
- Targeted for freshers, working professionals, women re-entering the workforce, and housewives starting a career in Digital Marketing.
- Training is consulting-based, includes course materials, recorded videos, and live project work on real business scenarios.
- Emphasizes practical, hands-on learning with AI-driven tools for marketing automation and content optimization.

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WHAT DOES OUR MAYANK SIR SAY

“SUCCESS IS BUILT ON
SINCERITY AND HONEST
WORK. WHEN YOU
COMMIT TO INTEGRITY
AND EFFORT,
THE RESULTS WILL
SPEAK FOR
THEMSELVES”



OUR TRAINING PROGRAMS

01

COMPLETE
ADVANCE
DIGITAL
MARKETING

02

ADVANCE
SEO

03

ADVANCE
SOCIAL MEDIA
MARKETING

04

MASTERY IN PPC
(PAY PER CLICK)
& GOOGLE ADS

05

META ADS
&
LINKEDIN ADS

06

PERFORMANCE
MARKETING

07

GTM & GA4 MASTRY
COURSE

08

E-COMMERCE TRAINING

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ What is Digital Marketing?
- ✓ Evolution and Trends in Digital Marketing
- ✓ Digital Marketing vs. Traditional Marketing
- ✓ Understanding Consumer Behavior in the Digital Age
- ✓ Importance of Digital Marketing for Businesses
- ✓ Basics of Website Development
- ✓ Introduction to WordPress
- ✓ WordPress Installation and Setup
- ✓ Choosing the Right Theme and Plugins
- ✓ Website Navigation and Structure
- ✓ Creating Landing Pages and Forms

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ What is Content Marketing?
- ✓ Creating Engaging Content
- ✓ Blogging and its Importance
- ✓ Copywriting & Storytelling for Digital Platforms
- ✓ Using AI for Content Creation and Optimization
- ✓ SEO-Optimized Blog Writing Techniques
- ✓ Introduction to SEO
- ✓ On-Page SEO Optimization
- ✓ Keyword Research & Planning
- ✓ Meta Tags, Title Tags & URL Optimization
- ✓ Image SEO & Video SEO
- ✓ Internal Linking Strategies

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ Off-Page SEO & Link Building
- ✓ Technical SEO (Sitemaps, Robots.txt, Schema Markup)
- ✓ Google Search Console & Indexing
- ✓ Advanced SEO Strategies
- ✓ Introduction to PPC Advertising
- ✓ Setting up a Google Ads Account
- ✓ Search Campaigns and Ad Groups
- ✓ Keyword Targeting and Match Types
- ✓ Ad Copywriting & Extensions
- ✓ Display Ads & YouTube Ads
- ✓ Shopping Ads and Smart Campaigns
- ✓ Retargeting and Audience Targeting

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ Bidding Strategies & Budget Optimization
- ✓ Google Ads Analytics & Performance Tracking
- ✓ Overview of Social Media Marketing
- ✓ Facebook & Instagram Marketing Strategies
- ✓ LinkedIn Marketing for B2B Businesses
- ✓ Twitter & Pinterest Marketing
- ✓ Social Media Content Strategy
- ✓ Running Paid Social Media Ads (Meta, LinkedIn, Twitter)
- ✓ Influencer Marketing & Brand Partnerships
- ✓ Social Media Engagement & Community Building
- ✓ Understanding Facebook & Instagram Algorithms
- ✓ Measuring Social Media ROI & Performance Metrics

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ Basics of Email Marketing
- ✓ Email List Building & Segmentation
- ✓ Designing Effective Email Campaigns
- ✓ Email Automation & Drip Campaigns
- ✓ Avoiding Spam Filters & Increasing Deliverability
- ✓ WhatsApp Business API & Marketing
- ✓ Chatbots & WhatsApp Automation
- ✓ Understanding Affiliate Marketing
- ✓ Choosing the Right Affiliate Programs
- ✓ Creating a Website for Affiliate Marketing
- ✓ Performance Tracking & ROI Measurement
- ✓ Growth Strategies for Affiliate Marketers

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ Basics of CRO & UX/UI in Digital Marketing
- ✓ A/B Testing and Experimentation
- ✓ Heatmaps & User Behavior Analysis
- ✓ Google Analytics (GA4) – Introduction & Setup
- ✓ Tracking Website & Campaign Performance with GA4
- ✓ Google Tag Manager (GTM) – Basics to Advanced
- ✓ Understanding Marketing Attribution Models
- ✓ Optimizing Landing Pages for Higher Conversions
- ✓ Introduction to ORM
- ✓ Handling Negative Reviews and Crisis Management
- ✓ Building and Maintaining a Positive Brand Image
- ✓ Social Listening Tools and Strategies

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ Responding to Customer Feedback Effectively
- ✓ Introduction to E-Commerce Marketing
- ✓ Shopify, WooCommerce, and Other Platforms
- ✓ Listing & Selling Products Online
- ✓ Automated Email & Chatbot Marketing for E-Commerce
- ✓ Facebook & Google Shopping Ads for E-Commerce
- ✓ Setting Up and Optimizing a YouTube Channel
- ✓ Video SEO & YouTube Algorithm
- ✓ YouTube Ads & Monetization Strategies
- ✓ Video Content Creation & Scripting
- ✓ YouTube Engagement & Growth Strategies
- ✓ AI & Automation in Digital Marketing

COMPLETE ADVANCE DIGITAL MARKETING COURSE

- ✓ ChatGPT, Jasper, and AI-Powered Content Creation
- ✓ AI for Ad Optimization & Predictive Analytics
- ✓ Future of Digital Marketing & Career Pathways
- ✓ Resume Building for Digital Marketing Roles
- ✓ Common Digital Marketing Interview Questions
- ✓ Freelancing & Starting a Digital Marketing Agency
- ✓ Certifications & Industry Recognitions

CERTIFICATIONS LIST THAT YOU WILL RECEIVE



GOOGLE CERTIFICATIONS (8)

- Google Ads
- GA4
- Google Analytics
- Google Display
- Shopping Ads
- Search Ads
- Video Ads
- Google Mobile Ads



SEMRUSH CERTIFICATIONS (4)

- SEO Fundamentals
- PPC Fundamentals
- Content Marketing
- Social Media Marketing

CERTIFICATIONS LIST THAT YOU WILL RECEIVE



HUBSPOT CERTIFICATIONS (2)

- Inbound Marketing
- Email Marketing



FACEBOOK BLUEPRINT CERTIFICATIONS (2)

- Facebook Ads Core
- Advanced Targeting & Measurement

DIGITAL MARKETING TOOLS THAT COVERED

SEO TOOLS:

- SEMrush
- Ahrefs
- Moz
- Google Search Console
- Screaming Frog



Screaming Frog



SEMrush

PPC TOOLS:

- Google Ads
- Microsoft Ads
- Keyword Planner
- Google Analytics
- SpyFu

ahrefs

Ahref



 Keyword Tool

MOZ

Moz

DIGITAL MARKETING TOOLS THAT COVERED

SMM TOOLS:

- Hootsuite
- Buffer
- Meta Business Suite
- LinkedIn Campaign Manager

EMAIL MARKETING TOOLS:

- Mailchimp
- HubSpot
- ActiveCampaign
- SendGrid

CRO TOOLS:

- Hotjar
- Crazy Egg
- Google Optimize

PLACEMENT ASSISTANCE



- **Job Placement Assistance provided upon Course Completion**
- **Including Mock Interviews**
- **Resume Reviews**
- **Job Referrals**

EXPECTED OUTCOME

Upon course completion, Participants and Learners will be able to apply in job and also it will help them to setup their own venture.



**EASY TO APPLY FOR
SETTING UP
OWN VENTURE**



**HANDS ON EXPERIENCE
WITH LIVE PROJECTS AND
REAL-WORLD CASES**

IILD Services is committed to helping learners kickstart their careers in digital marketing.

LEARNERS TESTIMONIALS

Hear from Our Trainees!

The digital marketing course provided by IILD a comprehensive overview of digital marketing tactics from SEO to social media strategy. This course enhanced my marketing skills and achieved better online results.



TANIYA SHARMA (DELHI)

A digital marketing course that profoundly enhanced my skills as a digital marketer. The course offered by IILD in-depth, hands-on knowledge, covering a comprehensive range of topics with clear, practical examples. It significantly improved my understanding and application of digital marketing strategies, making the learning experience both valuable and impactful. Highly recommended IILD for anyone looking to advance their digital marketing expertise.



SHRUTI SHARMA (PUNJAB)

I have taken 3 months of online training in Digital Marketing from Mayank Sir. This was practical training that has contributed significantly to my career growth & overall financial earnings.



UTKARSH BHALLA (DELHI)

ENTREPRENEURS TESTIMONIALS

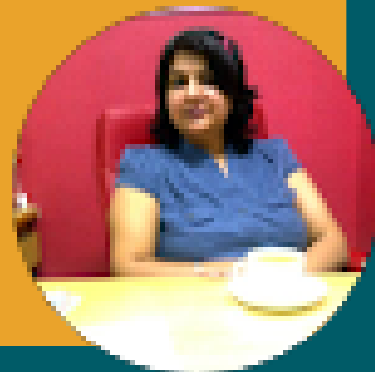
Success Stories from Entrepreneurial Trainees!

100% satisfaction, Mr Mayank is a wonderful and very good professional trainer I enjoyed and found this course most helpful.
Thank you.



ARUSHI KAPOOR, TRAVEL COMPANY OWNER

Thanks Mr. Mayank for being there not only as an expert in digital marketing but also a fantastic mentor. Your excellent teaching methods encouraged me to overcome challenges that i was facing in meeting my business goals. Tailor made sessions helped me to meet my specific needs and goals of advertising my products at right platform. I highly recommend IILD for all those who are seeking to excel in digital marketing field. Thanks IILD for making learning Easy and enjoyable.



SHELLY SHARMA, REAL ESTATE DEVELOPER

Website

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CONNECT WITH US



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