



IILD Services

HARVESTING THE PRESENT FOR INCREDIBLE FUTURE



100% JOB ASSISTANCE



CONTACT US



9311727354



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**

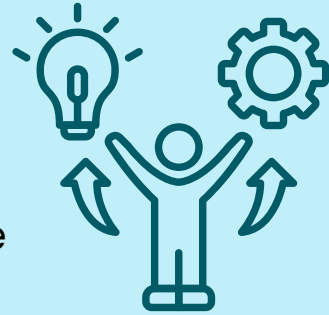
Through our meticulously designed training programs, we equip individuals with the essential skills needed to excel in today's dynamic job market. From personality development to technical skill enhancement, we offer a holistic approach to personal and professional growth.



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.

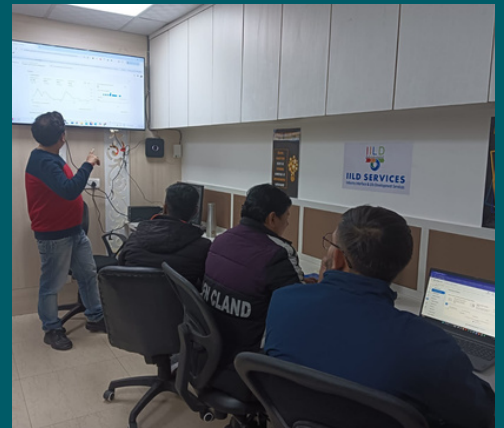


Infrastructure



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

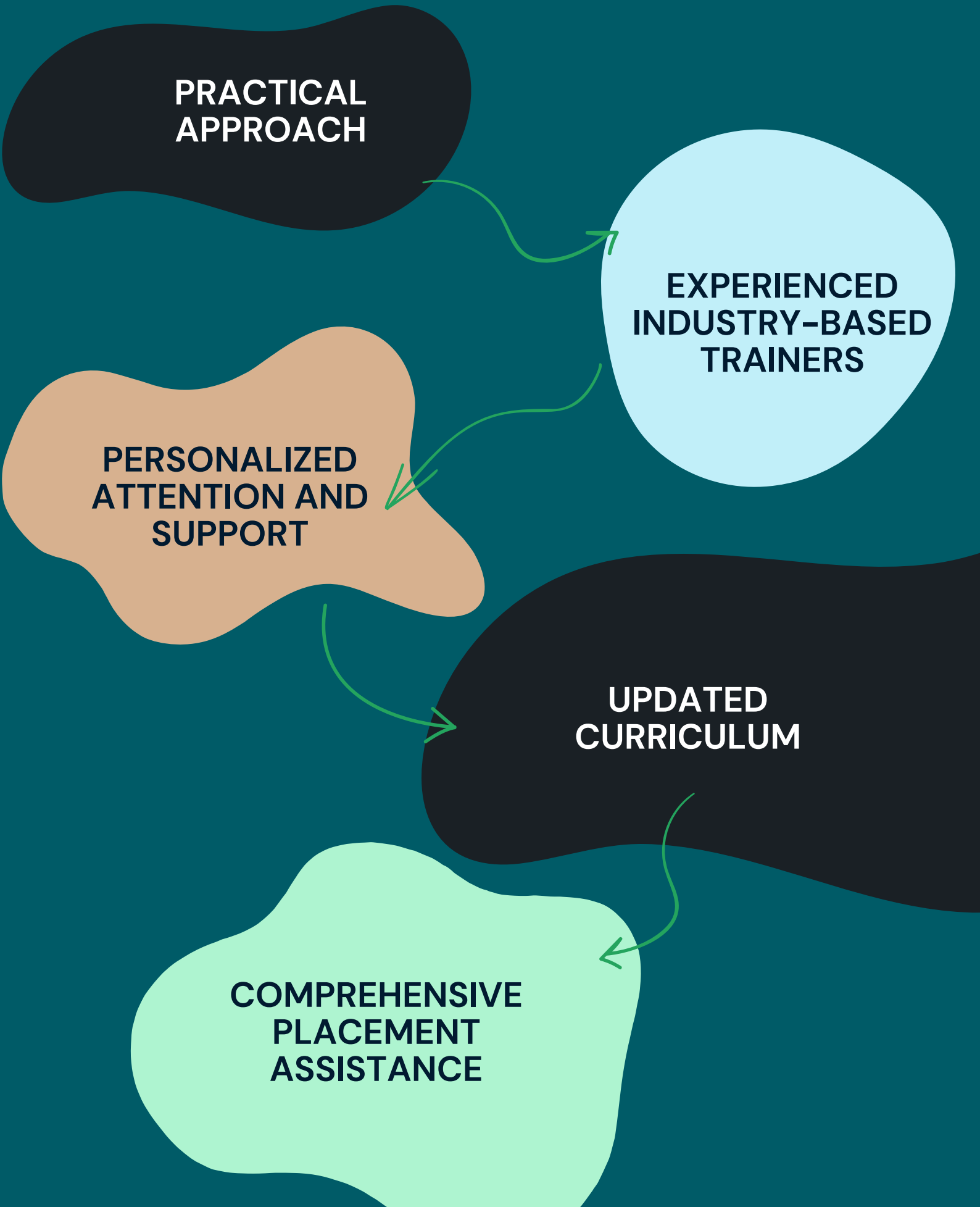
**PRACTICAL
APPROACH**

**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

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- 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

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

PERFORMANCE MARKETING COURSE

- ✓ Introduction to GA4 and Performance Marketing
- ✓ Setting Up GA4 for Conversion Tracking
- ✓ GA4 Events and Goals for Lead and Sales Measurement
- ✓ Overview of Google Tag Manager (GTM) for Advanced Tracking
- ✓ Creating Tags, Triggers, and Variables in GTM
- ✓ Debugging and Testing GTM Configurations
- ✓ Enhanced E-Commerce Tracking in GA4 for Google Ads and Meta Ads
- ✓ Conversion Paths and Attribution Models in GA4
- ✓ Audience Segmentation and Predictive Insights in GA4
- ✓ Types of Meta Ads: Lead Ads, Catalog Ads, Dynamic Ads, and Remarketing Ads
- ✓ Types of LinkedIn Ads: Sponsored Content, Lead Gen Forms, InMail Ads, and Text Ads

PERFORMANCE MARKETING COURSE

- ✓ **Optimizing Meta Lead Ads and LinkedIn Lead Gen Campaigns**
- ✓ **Google Search and Shopping Ads for Lead Generation and Sales**
- ✓ **Landing Page Optimization for PPC Campaigns**
- ✓ **Custom Audiences and Lookalike Audiences for Meta and LinkedIn**
- ✓ **Dynamic Remarketing with Google, Meta, and LinkedIn Ads**
- ✓ **Bidding Strategies for Lead and Sales Campaigns (Manual, Automated, Smart Bidding)**
- ✓ **Key Metrics for Performance Marketing: CTR, CPC, CPA, ROAS, and LTV**
- ✓ **Troubleshooting GA4 and GTM Issues: Debugging Tools and Best Practices**
- ✓ **Conversion Rate Optimization (CRO) Techniques: A/B Testing, Heatmaps, and Mobile Optimization**

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.

CERTIFICATIONS LIST THAT YOU WILL RECEIVE



- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Shopping Ads Certification
- Google Ads App
- Certification Google Analytics Certification
- Meta Certified Digital Marketing Associate
- Meta Certified Media Planning Professional

DIGITAL MARKETING TOOLS



Screaming Frog



SEMrush



Ahref



Moz



Keyword Tool

Keywordtool



Brand24

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

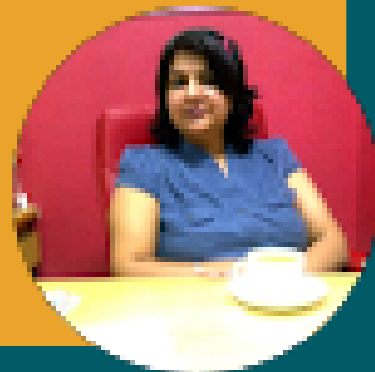
Success Stories from Entrepreneurial Trainees!

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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