

IILD SERVICES- SKILL DEVELOPMENT AND CONSULTING

Master Digital Marketing & Performance Marketing the way companies actually use it.

Advanced Digital Marketing and Performance Marketing training with hands-on learning in Google Ads, Meta Ads, SEO, GA4, GTM and conversion tracking — plus consulting for businesses of every size.

**20+**

YEARS IN INDUSTRY

15+

PROGRAMS OFFERED

4.9+

CLIENT RATING

100%

HANDS-ON LEARNING

Unlocking potential, shaping futures in the digital world.

IILD is a prominent organisation in training and business consultation services. Committed to delivering high-quality solutions to businesses of all sizes, we help students, working professionals and corporates thrive in today's digital landscape — with training built around live projects, real accounts and measurable outcomes.

OUR VALUE

"Hands-on experience, impactful results — driving growth through digital excellence."

OUR VISION

"Unlocking potential, shaping futures in the digital world."

OUR MISSION

"Redefining success: empowering your path, unconstrained by the past."

WHY IILD

Expert-led, hands-on training with tailored career support.

Industry-expert-led training

Programs delivered by professionals with years of hands-on experience — expert insights, real-world knowledge and up-to-date strategies from people who know the industry inside out.

Practical, hands-on learning

Live projects, case studies and simulations instead of pure theory — so you can implement what you learn immediately and walk in with workplace confidence.

Tailored career development plans

Personalised plans aligned to your goals — switching careers, growing in your current role, or starting a business — with targeted guidance to get there efficiently.

Ongoing support & networking

Mentorship, job-placement assistance and a professional community that keeps you progressing long after the course ends.

Courses, corporate training & consultation

FULL MASTERY COURSES

Advanced Digital Marketing
Social Media Marketing
Paid Media Marketing
Digital Marketing with AI
Performance Marketing with AI

SPECIALISED COURSES

Performance Marketing
Meta Ads & LinkedIn Ads
GTM and GA4
Advanced Google Ads
E-Commerce Marketing

CORPORATE TRAINING

Lead Generation Training
Digital Analytics
Digital Marketing for Sales Teams
E-Commerce Training
Customised Corporate Trainings

CONSULTATION SERVICES

Problem Solving on Ongoing Projects
Project Set-up for Digital Marketing
Digital Marketing Services for Business
Digital Marketing Masterclass
Campus & Knowledge Workshops

Course fees & batches: pricing varies by program and format (classroom, online, corporate).
Contact us for the current fee structure and batch schedule.

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Mayank Dwivedi

Lead Trainer · 20+ years in media & advertising

With over 20 years in the media and advertising industry, Mayank brings unparalleled real-world insight to every batch. His programs emphasise hands-on learning — live projects, real-life case studies and the latest tools — ensuring students, corporates and working professionals get a transformative experience tailored to real-world application.

Google Ads

SEO

GA4 & GTM

Meta & LinkedIn Ads

Performance Marketing

AI-Driven Marketing

Conversion Tracking

Strategy

FREQUENTLY ASKED

Who can join?

Students, freshers, working professionals and corporate teams — no prior marketing background required for foundation programs.

Is career support included?

Yes — personalised career plans, mentorship, placement assistance and ongoing networking support after the course.

How is the training delivered?

Classroom and online formats, plus on-site corporate workshops — all built around live accounts and real projects.

How do I enrol?

Call or email us to book a free training demo — we'll recommend the right program for your goals.

Start your journey with IILD Services

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Book a free live demo and take the first step toward a digital marketing career.

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