

IILD SERVICES

Make digital marketing a business system - not a collection of activities.

Consulting that connects strategy, performance marketing, analytics, customer journeys, AI and operational execution.

The growth problems we address

01

Activity without direction

Channels stay busy, but priorities, audiences, offers and business outcomes remain unclear.

02

Decisions without evidence

Weak tracking and fragmented reporting make budget allocation and optimisation unreliable.

03

AI without a process

Teams adopt tools quickly, but lack governed workflows, ownership and practical integration.

Consulting capabilities

● Growth Strategy

Business goals, customer segments, positioning, channel priorities, roadmap and resource allocation

● Performance Marketing

Google, Meta and LinkedIn Ads; acquisition economics; campaign structure and optimisation

● SEO, AEO & Organic Growth

Technical visibility, authority, content systems and discoverability across search and AI answers

● Analytics & Measurement

GTM, GA4, conversion design, attribution, dashboards, reporting and decision frameworks

● Conversion & Customer Journey

Website and landing-page experience, funnel diagnosis, lead quality and CRO priorities

● AI & Marketing Operations

Tool selection, prompt systems, agents, automation, approvals, governance and productivity workflows

CLEARER

Strategic priorities

SMARTER

Budget decisions

FASTER

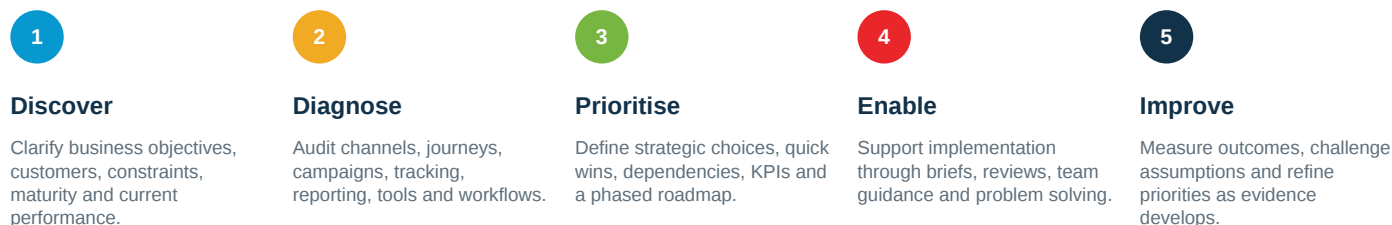
Marketing operations

MEASURABLE

Growth outcomes

A practical consulting engagement

Advice is useful only when it creates decisions, ownership and an executable path forward.



Typical consulting outputs

- Digital growth diagnostic and opportunity map
- Audience, positioning and customer-journey framework
- Channel strategy, campaign architecture and media priorities
- Tracking plan, KPI framework and dashboard requirements
- AI workflow and marketing-automation recommendations
- 90-day action roadmap with owners, dependencies and reviews

Designed for organisations at a decision point

New Venture or Launch

Growth Plateau

High Media Waste

Weak Lead Quality

Tracking Gaps

Agency Oversight

AI & Automation Adoption

Digital Transformation

Independent, capability-building guidance

IILD Services can work with business leaders, internal marketing teams and existing agencies. The role is to improve decision quality, strengthen briefs and measurement, identify performance gaps, and help teams build systems they can continue to operate.

Led by **Mayank K. Dwivedi**, **Founder & Chief Consultant**, combining professional experience in digital strategy, performance marketing, analytics, training and hands-on consulting engagements.

Bring clarity to your next growth decision.

Discuss your business challenge, current marketing system and desired outcome with IILD Services.

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