

IILD SERVICES

Training designed around your business - not a generic syllabus.

Role-specific, industry-relevant and execution-focused learning for marketing, sales and digital teams.

The problem we solve

01

Skill gaps

Teams know the tools, but struggle to connect them with business goals.

02

Generic training

Off-the-shelf content rarely reflects the team, industry or current priorities.

03

Execution gaps

Learning does not create value unless participants can apply it at work.

Training areas we can configure

● Performance Marketing

Google, Meta and LinkedIn Ads; media planning; lead generation; optimisation

● Analytics & Tracking

GA4, GTM, conversion events, attribution, dashboards and reporting

● SEO, AEO & GEO

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

● AI, Agents & Automation

Practical AI tools, prompt systems, workflows, approvals and human checkpoints

● Content & Social Media

Strategy, calendars, creative briefs, community, measurement and governance

● E-Commerce & Sales Enablement

Customer journey, marketplace growth, digital selling and dealer enablement

18+ YEARS

Professional experience

9,000+

Learners engaged

20+

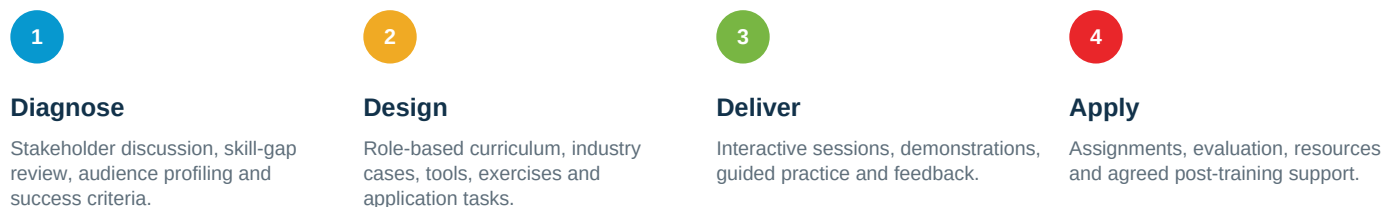
Corporate clients

3 MODES

On-site, virtual, hybrid

From training request to workplace application

A consulting-led process keeps the programme relevant, measurable and practical.



What your organisation receives

- Customised curriculum and session plan
- Industry-specific cases and business scenarios
- Learning resources, templates and implementation guidance
- Live demonstrations and guided practice
- Assignments, assessments and project evaluation
- Optional follow-up sessions and advisory support

Built for diverse industries and team contexts

Technology & IT

Healthcare & Pharma

Retail & E-Commerce

BFSI

Automobile & Manufacturing

Media & Entertainment

Education & EdTech

Real Estate & Hospitality

Consultant-led learning

Programmes are led by **Mayank K. Dwivedi, Founder & Chief Consultant, IILD Services**, supported by subject experts as required. The approach combines training discipline with experience from digital marketing, analytics, performance media and business consulting engagements.

Selected engagements include teams associated with Cisco, ITC Infotech, Times Network, International Tractors, Jubilant FoodWorks, Jindal Stainless, Redington and other organisations.

Build the right programme for your team.

Share your business objective, audience profile and preferred delivery mode.

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