

IILD SERVICES

Turn marketing activity into a measurable lead engine.

Practical training for teams responsible for attracting, capturing, qualifying and converting high-value prospects.

Where lead generation breaks

01

More leads, less quality

Campaigns optimise for form fills while sales teams receive weak or irrelevant enquiries.

02

Disconnected channels

SEO, paid media, content and outreach operate separately without one funnel view.

03

Poor follow-through

Slow response, weak qualification and limited nurturing waste expensive opportunities.

Capabilities developed during the programme

● Landing Pages & CRO

Value proposition, CTA, lead forms, user experience, friction analysis and conversion improvement

● Search & Content

SEO, search intent, blogging, content upgrades, webinars and organic demand capture

● Google Ads

Keywords, search campaigns, lead forms, remarketing, display and YouTube acquisition

● Meta & LinkedIn

Lead ads, B2B targeting, retargeting, lookalikes, organic outreach and Sales Navigator

● Nurturing & Automation

Email sequences, WhatsApp, chatbots, CRM stages, lead scoring and response workflows

● Analytics & Optimisation

GA4, GTM, UTMs, conversion tracking, funnel KPIs, attribution, CPL and lead-quality analysis

BETTER FIT

Audience and intent

LOWER WASTE

Funnel efficiency

FASTER ACTION

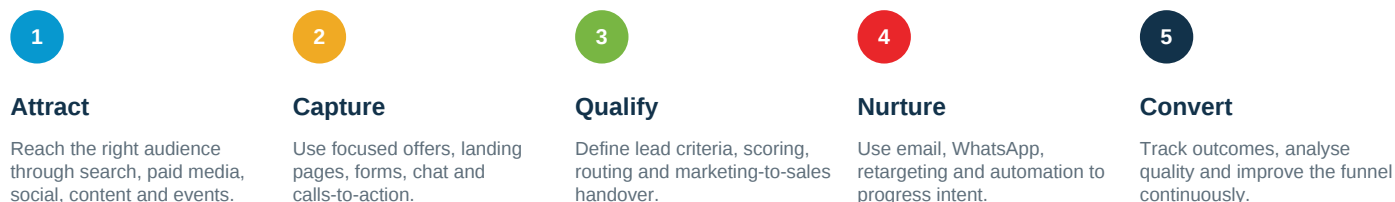
Response and nurturing

CLEAR KPIs

Quality, cost and ROI

Build the complete lead journey

The programme connects acquisition channels with conversion, sales follow-up and performance measurement.



Practical outputs your team can build

- Audience, offer and lead-magnet framework
- Landing-page and lead-form improvement checklist
- Lead qualification, CRM stage and nurturing workflow
- Lead-generation funnel and channel plan
- Google, Meta and LinkedIn campaign architecture
- GA4/GTM measurement plan and KPI dashboard structure

Relevant for teams that own revenue growth

Marketing Teams

Performance Marketers

Sales & Business Development

Digital Teams

Product & E-Commerce

Agency-Management Teams

Founders & Growth Leaders

Training format

The curriculum is adapted to your industry, sales cycle, audience and current marketing maturity. Delivery can be on-site, virtual or hybrid, with live demonstrations, guided practice, assignments and optional post-training advisory support.

Led by **Mayank K. Dwivedi**, Founder & Chief Consultant, IILD Services, with professional experience across digital strategy, performance marketing, analytics, training and consulting.

Build a lead system your team can operate.

Discuss your objectives, channels, sales process and training priorities with IILD Services.

+91 93117 27354

contact@iild.co.in

www.iild.in