

U of Digital Helps MarketStar Accelerate Onboarding and Save 2,200 Hours

Better Digital Marketing Education Reduces Time to Value for Ad Reps

★★★★☆
4.4/5 overall team rating on content quality

2,200
 HOURS of training time saved in total

90% of employees feel more prepared to talk to advertisers

\$60K in overhead savings

Goal

Onboard and train ad reps faster.

MarketStar is an outsourced sales company serving more than 100 countries. The company integrated digital advertising into its services nearly 10 years ago, but the ever-evolving nature of the digital ecosystem has made it difficult to onboard and train new ad representatives. The company frequently invests in early career professionals, who have a steeper learning curve. As a result, MarketStar dedicates significant time to onboarding and professional development.

The company needed digital marketing education that could reduce time to value for ad reps without requiring additional training hours from management. “Our teams need savviness out of the gate,” said Rebecca Marcotte, Senior Training Manager.

Partner with U of Digital to train more consultative ad reps.

With high attrition in the digital ad industry, MarketStar wanted to effectively train staff and provide ongoing professional development. “We wanted to create a path for people to grow while feeling valued and engaged,” Marcotte explained.

In Summer 2022, MarketStar began partnering with U of Digital to provide training for its growing staff and free up time for trainers who had been cobbling together “piecemeal” digital advertising education.

U of Digital’s Digital Advertising Fundamentals course became part of MarketStar’s onboarding process and was also offered to senior staff. Learners across the board appreciated training on topics such as programmatic advertising, identity, and marketing channels.

MarketStar now onboards new cohorts into U of Digital courses on a rolling basis. The education has become increasingly important as the company expands to serve more small- and mid-sized businesses as consultative, strategic sellers.

I send U of Digital
a spreadsheet, and

my people get trained.



REBECCA MARCOTTE
Senior Training Manager



Results

More knowledgeable, effective sales teams.

“The immediate impact from these trainings has felt important and long-lasting,” Marcotte said. In a recent poll, more than 96% of MarketStar employees said they learned something new from U of Digital—including senior staff who have worked in the industry for more than five years.

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MarketStar is also seeing results in the following areas:



Competence and Competitive Advantage:

More than 90% of MarketStar staff using U of Digital indicated they felt more prepared to talk to clients. “That enables these folks to ask questions and educate clients,” Marcotte said. “Being consultative is a huge advantage.”



Team Value and Retention

“Our youngest ad execs are so purpose-driven—it blows my mind,” Marcotte said. “They need to feel valued and like they’re being invested in.” U of Digital is expected to positively impact retention, with many employees indicating that they feel better about continuing in the digital ad industry as a result of their education. “That means everything to us,” Marcotte continued. “Our pitch is: ‘Start your career here,’ so delivering industry education that is agnostic is huge for us.”



Time and Cost Savings

Since implementing U of Digital, MarketStar has shortened its onboarding process from five weeks to four, speeding up time to value. U of Digital has also enabled MarketStar to cancel a job opening for a full-time salaried training position. Meanwhile, trainers who are already onboard can invest their time more strategically.



Clarity

Distilling important concepts into easy-to-understand programming helps new hires gain foundational knowledge and allows senior ad execs to fill in the gaps of their own education. “Someone stopped me in the hall recently to say that even after being in digital sales for years, they never really understood the supply and demand side of the ecosystem until taking Digital Advertising Fundamentals,” Marcotte said.