

AFFILIATE STORIES: SOL DE NAPLES MARKETING

Jill Schmieg gained an education through TMSA that was more valuable than a PhD.

OBJECTIVES

When Jill was ready to make the giant leap from her position at a multi-billion-dollar 3PL to starting her own marketing services firm, TMSA was there to help.

In her 15 years with the association, Jill has grown from a go-getting marketing coordinator role to the go-to co-chairperson of TMSA's education committee for many years and has recently tackled the co-chairperson role for the membership committee.

Along the way, Jill found inspiration and opportunities to apply her skills at every stage of her career.

She also made formative connections that helped shape her career and guide her professional success.

CHALLENGES

Ask anyone who has ventured out on their own and they will tell you it was the scariest decision they ever made. Yet, it can also be the best one. When it came time for Jill to make the biggest leap of her life and become a business owner, she felt prepared and supported. While she knew it was a big jump, she also believed in herself and had high expectations for what she could achieve.

It wasn't her lack of passion or skill set that concerned Jill; it was the idea of being in charge of absolutely everything and the criticality of needing a strong network to secure customers.

Starting a marketing firm catering to transportation and logistics companies requires more than an understanding of the difference between LTL and FTL.

Jill knew she had to raise the bar. She needed to incorporate strategy, trends, campaign creation, technology, media and so much more. She needed more than just a degree and motivation. Jill needed prospects with growing businesses in order to put her knowledge and know-how to good use.

While Jill had plenty of acquaintances in the industry, she needed more than that to get her business off the ground. It was an intimidating place to be.

AT A GLANCE

Challenges

- Gaining access to new markets, prospects, and customers.
- Creating industry-specific strategies and campaigns.

TMSA Solution

- Association dedicated to being the place for marketing and sales professionals inside transportation and logistics.



"Helping to support TMSA's legacy to advance and grow our industry is the best possible excuse that I can think of to build new relationships and establish a credible reputation with members."

Jill Schmieg

Founder & Chief Strategist of Sol de Naples Marketing

SOLUTION: A DIRECT LINE TO LEADING INDUSTRY PRACTITIONERS

Do you know a lot of woman-owned businesses in transportation and logistics? Imagine how few there were 10 years ago. Jill set out to start a marketing services firm unlike any other with a niche and specialty that was unique.

Jill accomplished her dreams with the help of an association unlike any in marketing, sales, transportation or logistics. TMSA is the premier trade organization for sales and marketing professionals in transportation and logistics. Since her earliest days in the industry, Jill's education has come right from TMSA as the ultimate source.

"I was introduced to TMSA by my boss at the time, and in the early years, the association gave me a very strong knowledge base about the industry and how to do B2B marketing," she says.

At every stage of her career, Jill credits TMSA for exposing her to best-in-class sales and marketing practices, programs and campaigns. The specific concentration of the organization provides an unparalleled opportunity for affiliate members, like Jill. They are able to learn directly from industry practitioners about the latest advancements and innovations that are happening in member companies, forge new relationships and expand their network across the industry. Not to mention, they have fun and make friends while doing it!

When asked about TMSA's powerful impact on her career, Jill highlights the culture and community right off the bat.

"In those early years, I forged a number of networking relationships with other members; relationships that I still highly value today. TMSA has a way of attracting like-minded individuals who are selflessly invested in each other professionally and personally, and I was lucky enough to step into those kinds of relationships myself," she says.

MEMBER BENEFITS: INVOLVEMENT PROVIDES OPPORTUNITY

Jill made the most of the best opportunities offered by TMSA—learning, networking, and most importantly, volunteering on the many committees that serve the organization. The education committee was where Jill found her home for many years, rising to a leadership position responsible for bringing acclaimed authors, industry visionaries and business legends to the annual conference stage.

Jill is the creator and leader of TMSA's Virtual Roundtables and is an expert presenter who delivers TMSA webinars throughout the year. She is part of the core group that plans TMSA's ELEVATE Conferences. Over the years she has been instrumental in initiating new revenue streams, too, and she played an essential role in helping the association stay afloat during COVID.

As much as Jill has done for the organization, she is a true believer in the maxim that you get back what you put in. "The real value of TMSA comes from getting involved, and getting to know members by doing so," she says. "I absolutely promise you the relationships you build by doing so will make it well worth your time and energy."

BUSINESS RESULTS: BUSINESS, FOR STARTERS

Sol de Naples is a trailblazing, woman-owned marketing services firm on the front line of content, social media and marketing automation, in the fast-paced logistics industry.

Over the last 10 years, Jill has received more than a dozen Trailblazer Awards (formerly Compass) in her roles as both a corporate marketer and also business owner serving logistics industry companies.

Sol de Naples successfully partners with some of the biggest names in transportation and logistics. As co-chair of TMSA's membership committee, Jill is also fulfilling her desire to give back to the industry and the association that has helped get her where she is today.

"It's both humbling and an honor to give back in this role to the association and pay it forward toward building the future of sales and marketing in this industry," she says.

TMSA HIGHLIGHTS

- Committee involvement
- Networking
- Trends and best practices education
- ELEVATE Conference
- Speaking opportunities



ABOUT TMSA

TMSA is the only non-profit association of its kind dedicated to advancing the success of marketing and sales professionals in all modes of the commercial freight transportation and logistics market. From president and vice president to manager, director and coordinator, members are at all levels and represent all market segments including motor carriers, 3PLs, railroads, air carriers, ocean lines, port authorities, OEMs, media and suppliers. TMSA's mission is to enable sales and marketing professionals to learn and give back to the transportation and logistics industry through education, connections and resources, ultimately strengthening their individual development, their businesses and the industry-at-large. TMSA's vision is to be the pre-eminent non-profit sales and marketing association that transportation and logistics professionals turn to for industry-specific education, connections and resources.



ABOUT Sol de Naples

Sol de Naples Marketing is a marketing services firm that delivers unconventional results. We specialize in branding, communications, campaign development, marketing automation, marketing effectiveness and ROI. We give our clients unconventional approaches to reach their markets. Our no-nonsense savvy means our clients get focused ideas that have tangible goals and measurements associated with them.

At Sol, we understand that reaching your brand's full potential is dramatically impacted by the constant flux of change, resource and budget constraints, and talent shortages. That's why we come alongside our clients, giving them the critical expertise and focused insights they need to reach their markets.