

Join the Co-op Coffee Conversation!

A Quarterly Virtual Series. Bring your coffee, hear a great story, ask some questions and network with other members. Join us for a fun conversation or just listen in to the story.



2nd Quarter Co-op Coffee Convo

Date: May 11th, 2021

Time: 12pm EST

Topic: Marketing Strategy and Branded Goods

Storyteller: Roger Casey, Owner Casey Creative

Marketing and business development are Roger's true passions – he will gladly and honestly tell you that since founding Casey Creative in February of 2018, he has never even thought of what he does as work. Roger prides himself upon valuing relationships above all else – 99% of Casey Creative's business has come by way of referral owing to his continual presence in and contributions to his community at large. Casey Creative is a North Carolina-based full-service marketing company specializing in everything from business cards and promo products to monument signs and digital marketing.

Roger is an active member of five Chambers of Commerce in the Triad area and the VP of Networking for the Lewisville-Clemmons Board of Advisors. He was the recipient of the Winston-Salem Regional Association of Realtors' 2020 A.R. Tuttle Affiliate of the Year Award for Casey Creative's outstanding support of the real estate community. He received a Diamond Award nomination from the Piedmont Triad Apartment Association for Marketing Vendor Partner of the Year. Roger additionally remains active in numerous other associations such as the Institute of Real Estate Management, the Medical Group Management Association of North Carolina, the Wake Forest University Center for Private Business, and many more. People are everything in Casey Creative's business, and there is nothing that Roger enjoys more than meeting new people and developing fulfilling, lasting relationships with friends and clients alike.

Why should you hear my story?

The short answer to this question is that I am a complete and total nerd about marketing strategy, especially as it pertains to branded goods. Even if you never work with me or with Casey Creative, I believe my philosophies regarding strategic execution and deliberate, purposeful purchasing of branded goods will help you generate a vastly better return going forward with any marketing medium you choose going forward. I'm not afraid to be completely honest with prospects and clients in my assessment of their initiatives, and my approach has won us major accounts such as Wake Forest University, Sylvester & Cockrum, Frank L. Blum, Bell Davis & Pitt, Greystar, Wieland NA, and numerous others throughout the Carolinas and nationally.

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