

Custom Legal Marketing Builds Video and Podcasting Studio in San Francisco



San Francisco, California Apr 25, 2022 ([Issuewire.com](https://www.issuewire.com)) - Custom Legal Marketing has completed the construction of its video and podcasting studio in San Francisco, CA. The studio was built as part of a multi-phase expansion which is going to result in the launch of several new services by the 17-year-old [attorney search engine marketing company](#).

In 2021, Custom Legal Marketing, an Adviatech Company, raised funds and secured financing to expand the company's offerings. At the heart of that expansion is a series of offerings, to be announced at a later time, that will require a professional recording studio. To accommodate the buildout, the company acquired a vacant space on the third floor of the Kearny Street building where CLM is headquartered.

The new studio took a little over 6 months to complete and is equipped with mounted and portable studio lighting, fixed and mobile audio capture equipment, and dual Ultra-HD cameras to capture multiple angles simultaneously.

The sound-proof podcasting studio is equipped with two fixed mics by Shure which will enable CLM to host local and remote guests.

Studio editing is powered by all professional equipment and software from Apple, Blackmagic Design, and Adobe with over 100 terabytes of infinitely scalable storage to handle the heavy workload of video and audio production.

Custom Legal Marketing is developing a series of programs that will help lawyers better understand online marketing. The company will also be hosting regular live cast events where attorneys and marketing teams can get answers from the experts at CLM.

Along with significant security upgrades, CLM upgraded their WiFi infrastructure to include a building-wide 1GB connection with redundant wireless backups to ensure full connectivity during their live cast events.

Custom Legal Marketing co-founder, Jason Bland, who has been leading the expansion, said “We made this serious investment because we want the production value to be just as high as the value of the information that we will be sharing with our audience. Our viewers' and clients' time is far too valuable to waste it with subpar content and we feel like we owe them our very best if they're giving us their attention.”

Jessylyn Los Banos was promoted to Media Designer in March and will lead the audio/video projects in the CLM Studio.



Media Contact

Custom Legal Marketing

contact@customlegalmarketing.com

(800) 789-6451

1111 Kearny Street

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