

How I replaced \$4,000/month in staffed roles with AI — for about \$460

Chris Hunter · Marketing Heroes · a production multi-agent AI system, running live against real customers

Two years ago my agency ran on people doing work AI couldn't touch yet. Today a system I built and run does a good chunk of it — sales development, answering the phone, and a full marketing department. It replaced **\$4,000 a month in staffed roles**, runs for about **\$460 a month** in model cost, and I architected it to absorb four more roles as it goes.

\$4K → ~\$460

Monthly staffed roles replaced, and what the system runs for

56x return

Marketing ROI on my documented client case (PRO Roofing)

80–95% → 0

Client missed-call rate, before and after

What's actually running

The system does five kinds of work. An AI sales rep follows up on every lead the moment it lands — I've watched it book an appointment at 6 a.m., which no human rep is doing. A voice receptionist answers 100% of inbound calls, day or night. An executive assistant triages inboxes and turns every client meeting into approved action items, so nothing agreed to in a meeting slips. A multi-role marketing department drafts blogs, social, and SEO. A PM-orchestrator coordinates all of it and briefs the humans.

None of this is a demo

One client, PRO Roofing, went from \$2.2M to \$3.7M in revenue, a \$1.5M jump, at a 56-to-1 return on their marketing spend. Their monthly leads tripled, from 20–30 to around 100, at a \$70 average cost per lead. Across every client, an AI receptionist took the missed-call rate from 80–95% down to zero. Every missed call is a paid lead you just handed a competitor, so that one change pays for itself.

The build isn't the hard part. The guardrails are.

Nothing public ships without a human approving it. Every night an agent reviews the two customer-facing agents' conversations and flags anything off, so we catch drift before a customer ever feels it — that daily check has done more for quality than any single prompt. And the whole marketing department has run on both Claude Code and Codex, so no single vendor's price change or outage stops the business.

The judgment is the job

The tools are getting cheap and easy. The judgment isn't. Knowing which work to hand a machine, which to keep with a person, and how to move a skeptical team through the change without breaking what customers rely on — that's the part I've done for 23 years, first with marketing teams and now with agents. If you're trying to turn AI from a slide deck into something that runs your business, that's the work I do.