**Response 2**

Hey there, I support your suggestion that a promotional mix is known to be a combination of tools that when utilized properly allows an organization to thrive well in business through the promotion of its services and products. Such tools include sale promotion, direct marketing, public relations, and advertisement. It has come to to my understanding that each of these elements operates differently in the efforts of popularizing company products to potential customers. For instance, I agree with you that advertisement utilizes television, social media, or newspapers to promote organizations commodities. Unlike advertisement, some of the promotional mix elements enable direct interaction and communication with customers. Such elements include personal selling or direct marketing. Regarding the choice of a promotional element, I think we are in the same truck because I also prefer the employment of direct marketing because of its reliability and easier connectivity with potential customers. Thank you for sharing your post.