**Response 1**

Hello there, I agree with your argument that the promotional mix has various elements such as advertisement, direct selling, public relations, and sale promotion. It helps an organization through various ways like introduction of products in the market. As you have suggested, the promotional mix plays a vital role in organizations’ success, especially in marketing processes. Promotional mix facilitates achievement of business goals through proper utilization of resources. I would suggest that it’s important for every business to have an appropriate promotional mix since one element cannot work solely for the wellbeing of an organization. An appropriate promotional mix allows an organization to share the news about its products. Preferably, I utilize direct marketing to market products because it forms a strong foundation of direct communication with potential customers. Thank you for sharing.