

## Web Application :

This plasma therapy is an experimental approach to treat corona-positive patients and help them recover. This plasma therapy is considered to be safe & promising. A person who has recovered from Covid can donate his/her plasma to a person who is infected with the coronavirus.

This system proposed here aims at connecting the donors & the patients by an online web application. By using this web application, the users can either raise a request for plasma donation or requirement.

This system is used if anyone needs a Plasma Donor. This system comprises of Admin and User where both can request for a Plasma. In this system there is something called an active user, which means the user is an Active member of the Application and has recovered from Covid 19, only such people are recommended here for Plasma Donation. Both parties can Accept or Reject the request.

## Mobile Application :

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### Blogging & reviewing :

Blogging is a great way to disseminate your message in a casual manner. Businesses that blog receives 97% more links to their websites. If you want to see a fellow blood center that is knocking it out of the park with a wonderful blog, take a look at Stanford Blood Center.

Every time you publish a blog, it's one page on your website, which means one more opportunity for you to show up on the search engine results page (or SERP) and more organic traffic to your website. Blogging is a great opportunity for your blood centers to stay present on social media and generate engagement to your website, and it allows you to diversify your marketing efforts against other blood centers.

Ask donors to provide reviews. Post to their pages. Give them photo props to use for taking selfies in the chair. Have a costume for selfies. Be silly, embrace the fun side of social media, and give your donors something to talk about. In an article, it is said that 92% of consumers trust organic, user-generated content more than they trust traditional advertising, so user-generated content should be a top-of-mind priority to your blood donor recruitment strategies. Also, 68% of consumers say positive reviews make them trust a local business more. User-generated content can help you get the community connection back to your donor centers. Leverage relationships to get great content!