

Editor's Note-Letter from the Editor to the Readers

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I am delighted to introduce the Journal of Blood Disorders and Transfusion which was inaugurated in the year 2010 and has continued publishing successfully with 10 volumes in 2019. Past the Journals inception, around 200 articles has been published with broad scope, encompassing all the areas of hematology with concurrent topics like Leukemia, Lymphoma, Blood Transfusion, Sickle Cell Disease, Systemic Lupus Erythematosus, Autoimmune Disorders and all other diseases related to Blood cells.

Journal is determined to publish up to date, high quality and original research papers alongside relevant and insightful reviews and short communications, wherein the latter aspires to be vibrant, engaging and easily accessible, simultaneously obligatory and challenging. On a brighter note the journal releases five issues per volume and each issue consists of five varied papers summing theoretical and methodological research papers, encouraging critical review papers and disciplined short communications. All types of papers are subjected to single-blinded peer review process. JBDT was established with a vision of supporting and promoting research in Hematology from across the world. We are looking to expand our panel of reviewers and editorial board from across the various sub specialities within the research area.

Needless to say that journal has pertained its prime position only through the rigorous and meticulous efforts made by our Editorial and Reviewer panel, I am tremendously thankful to the group of editors including Emmanuel Andres, John Meletis, Ulrich Mahlkecht (Editor-in-chiefs), Charles Packman, Samip Rajendra, Enzi Jiang, Reuben Anthony, Susumu Inoue, Lan Zhou, Chan KW (Executive Editors) and all the Editors including Steven L Spitalnik, William Ebomoyi, Raul Morales-Borges, Leo J McCarthy, Pedro Cabrales, Magali Fontaine, Jay S. Raval, Gerald

M Higa, Kenneth Isimemen Ataga, Shan Yuan, Yi-Xian Qin, Oliver Chen, Zhizhuang Joe Zhao, Bea Ade-Oshifogun, Nabhani Shereen, David F Stroncek, Jean-Louis Vincent, Zaccheaus Awortu Jeremiah, Apollina Goel, Tohru Ikuta, Gustavo F Gonzales, Neeraj Saini, Karina Yazdanbakhsh Nay M Tun, Nay M Tun, Varun K, Georges El Hachem, and Ciro Roberto for bestowing us with their consistent efforts and with immense gratitude i would thank our reviewer panel for their continuous support and patience throughout the process.

In terms of Digital Marketing our journal holds best viewership compared to the other platforms, Google Analytics has revealed an amazing statistics regarding the popularity of this journal. All through Feb 2019- Nov 2019 there were 1,887 page views. The total numbers of returning visitors were 1000. Moreover, globally 11,545+ new users have accessed the journal website for information on the journal and the published articles. Promotion of the individual author contributions is taken care of and hence the authors enjoy the reputation among global audience. Journal values the contributions by the authors and takes adequate measures in propagating and promoting their outcomes by permanently archiving as well.

Using digital marketing without a strategic approach is still commonplace. I'm sure many of the companies in this category are using digital media effectively and they could certainly be getting great results from their search, email or social media marketing. But the journal is equally sure that many are missing opportunities for better targeting or optimization. By using Twitter, linked in, Facebook and WhatsApp where we make a new platform for our researchers.

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