Platforms

PK	PlatformID
	PlatformName
	URL
	Contact_Person
	Contact_Phone
	Contact_Email

Influencers

PK	InfluencerID
	Influencer_Name
	Social_Handle
	Follower_Count
	Contact_Details

Payments

PK	Payment_ID
	Date
	Amount

Clients

PK	ClientID
	Client_name
	Client_Details
	Industry
	Contract_Start_Date
	Contract_End_Date

Campaigns

PK	Campaign_ID
	Campaign_Name
	Start_Date
	End_Date
	Budget

Advertisements

PK	Ad_ID
	Ad_Name
	Type
	Duration
	Budget

Employees

PK	EmployeeID
	Employee_Name
	Role
	Contact_Info
	Department
	Employee_Since

Metrics

PK	Metrics_ID
	Impressions
	Clicks
	Conversion_rates

Contents

PK	ContentID
	Title
	Description
	Media_Type
	Creation_Date

Payments_Type

PK	Payment_TypeID	VARCHAR(20)
	Name	VARCHAR(20), NN
	Description	VARCHAR(20)

Payments

PK	Payments_ID	VARCHAR(20)
	Date	DATETIME NN
	Amount	FLOAT, NN
fk	Campaign_ID	VARCHAR(20) NN
fk	Payments_Type	VARCHAR(20) NN

Campaign_Teams

PK	Team_ID	VARCHAR(20)
fk	Campaign_ID	VARCHAR(20)
fk	Employee_ID	VARCHAR(20)

Role

PK	Role_ID	VARCHAR(20)
	name	VARCHAR(20) NN
	Description	VARCHAR(20)

Campaigns

PK	Campaign_ID	VARCHAR(20)
	Name	VARCHAR(20) NN
	Start_Date	DATETIME, NN
	End_Date	DATETIME, NN
	Budget	FLOAT, NN
	Impressions	INT
	Clicks	INT
	Conversion_rates	INT
fk	Client_ID	VARCHAR((20) , NN

Employee

PK	Employee_ID	VARCHAR(20)
	Employee_Name	VARCHAR(20) NN
fk	Role_ID	VARCHAR(20)
	Contact_info	VARCHAR(20)
fk	Department_ID	VARCHAR(20)
	Employee_Since	DATETIME

Department

PK	Department_ID	VARCHAR(20)
	Department_Name	VARCHAR(20) NN
	Description	VARCHAR(20)

Industry

PK	Industry_ID	VARCHAR(20)
	name	VARCHAR(20) ,NN U
	Description	VARCHAR(20)

Clients

PK	Client_ID	VARCHAR(20)
	Client_name	VARCHAR(20) NN
	Client_Details	TEXT
fk	Industry_ID	VARCHAR(20)
	Contract_Start_Date	DATETIME
	Contract_End_Date	DATETIME

Contents

PK	Content_ID	VARCHAR(20)
	Title	VARCHAR(20) NN
	Description	VARCHAR(20) NN
	Creation_date	DATETIMR
	Campaign_ID	VARCHAR(20), NN
fk	Platform_ID	VARCHAR(20), NN
fk	Influencers_ID	VARCHAR(20)
fk	Media_type	VARCHAR(20), NN

Platform

PK	Platform_ID	VARCHAR(20)
	Platform_Name	VARCHAR(50) NN
	URL	VARCHAR(50) NN
	Contact_Person	VARCHAR(20) NN
	Contact_Phone	VARCHAR(15) NN
	Contact_Email	VARCHAR(20) NN

Advertisements

PK	Ad_ID	VARCHAR(20)
	Ad_Name	VARCHAR(50) NN
	Type	VARCHAR(50)
	Duration	INT
	Budger	DECIMAL (10,2)
fk	ContentID	VARCHAR(20) NN

Media_type

PK	Media_type_ID	Type
	name	Type
	Description	Type

Influencers

PK	Influencers_ID	VARCHAR(20)
	Influencers_Name	VARCHAR(50)NN
	Social_Handle	VARCHAR(50)
	Folower_Count	INT
	Contact_Details	TEXT