ENTITY RELATIONAL DIAGRAM

Clients
- Client_ID*
- Client_Name
- Contact_Details
- Industry
- Contract_Start_Date
- Contract_End_Date

Campaigns
- Campaign_ID*
- Campaign_Name
- Start_Date
- End_Date
- Budget

Employees
- Employee_ID*
- Employee_Name
- Role
- Contact_Info
- Department
- Employee_Since

Platforms
- Platform_ID*
- Platform_Name
- URL
- Contact_Person
- Contact_Phone
- Contact_Email

Advertisements
- Ad_ID*
- Ad_Name
- Type
- Duration
- Budget

Contents
- Content_ID*
- Title
- Description
- Media_Type
- Creation_Date

Influencers
- Influencer_ID*
- Influencer_Name
- Social_Handle
- Follower_Count
- Contact_Details

Payments
- Payment_ID*
- Date
- Amount
- Payment_Type
- Payment_Details

Metrics
- Metric_ID*
- Impressions
- Clicks
- Engagement
- Conversion_Rate