



Cloudk9

Ambassador Guide

Welcome to the Cloud K9 Pack!

Thank you for your interest in becoming a Cloud K9 ambassador. We are so excited to have you as part of our growing community of dog lovers.

This guide explains what being a Cloud K9 ambassador means, what we ask from you, and how we will support you along the way.

Cloud K9 was created for people who believe dogs deserve better. We focus on natural treats, genuine care and real moments of joy between dogs and their owners. As an ambassador, you will help us share that message and show the difference natural choices can make.



What It Means to Be a Cloud K9 Ambassador

As a Cloud K9 ambassador, you represent a community that values honesty, quality and trust.

You will share our products with your audience, create authentic content, and help more people discover why natural treats are so important for their dogs.

When you join the program you will receive a welcome pack filled with selected natural treats and your own unique discount code to share with your followers.

You will also have access to exclusive offers, free products and special rewards as you grow with us.



Content Requirements

To keep everything consistent and on brand, please follow these simple guidelines:

- **Post at least one feed post, one reel and two story per month that include Cloud K9 products.**
- **@cloud_k9s in your posts and stories so we can see and share your posts.**
- **Use your unique discount in captions or stories in a natural way.**
- **Include the hashtag #CloudK9 along with other relevant hashtags.**
- **Always disclose gifted items or collaborations clearly by including #Gifted when needed.**
- **Create content that feels real and personal. Focus on your dog enjoying their treats, training moments, unboxings, or calm downtime.**
- **Interact with Cloud K9 posts.**

Your content should reflect our brand values: natural, honest and focused on dog wellbeing. Avoid anything that feels staged, overly promotional or disconnected from our brand tone.

Visual Style & Tone

All photos and videos should look natural, warm and authentic. Use natural light whenever possible and avoid heavy filters or bright, artificial colours. Clean, simple compositions with earthy or neutral backgrounds work best.

Show real dogs enjoying real moments. Capture the emotion, the calm, or the excitement that comes from healthy, natural treats. If you appear in photos, let it feel relaxed and genuine.

Your captions should be friendly and conversational. Speak to your followers as another dog owner, not as a salesperson. Share your honest experience, what your dog loves and why you trust Cloud K9.

Avoid long emoji strings or anything that distracts from the message.

Always tag @cloud_k9s in your posts and stories. Use a mix of branded and community hashtags that reflect your content.

If you are sharing your discount code, mention it naturally in your caption.

Rewards and Perks

We value every ambassador and reward consistency, creativity and engagement.

Active ambassadors can enjoy:

- **Free Cloud K9 treats each month for consistent posting**
- **Higher discounts and early access to new products**
- **Features on our website and social media pages**
- **VIP opportunities for collaborations and events**

We review ambassador activity regularly to make sure everyone feels supported and recognised.



Do's & Don'ts

Do:

- Share real, honest content that reflects your love for your dog**
- Keep the brand's tone calm, caring and natural**
- Tag and mention Cloud K9 clearly in your posts**
- Encourage your community to try natural treats**

Don't:

- Over-edit or add unrealistic filters to your photos**
- Make exaggerated or untrue claims about products**
- Post content that feels off-brand or overly promotional**
- Forget to use your tags or hashtags**
- Use AI for image or content generation (excludes humanised caption)**

Agreement & Terms

By accepting products, rewards, or ambassador packages from Cloud K9, you agree to the following terms and conditions. These are in place to ensure fairness, clarity, and a positive partnership for everyone involved.

Agreement

When you accept your Cloud K9 ambassador treats or welcome pack, you are agreeing to take part in the Cloud K9 Ambassador Program. This means you will create and share content that meets the agreed requirements outlined in this guide.

Ambassadors are expected to:

- Post at least two feed posts and one story per month featuring Cloud K9 treats or chews
- Tag @cloud_k9s and use the hashtag #CloudK9
- Mention your personal discount code in your posts or stories
- Follow the Cloud K9 brand values and content style
- Disclose gifted products using #Gifted or similar where applicable

Ownership and Use

All content created as part of this program may be shared or reposted by Cloud K9 across our marketing channels. You will always be credited where possible. Cloud K9 retains the right to use your submitted or tagged content for promotional purposes.

Non-Compliance

If you do not meet the agreed posting or content requirements within 30 days of receiving your ambassador treats or welcome pack, Cloud K9 reserves the right to revoke your ambassador status and issue an invoice for the full retail value of the items received.

This policy ensures that the program remains fair for everyone and that gifted products are exchanged for the agreed promotional value.

Conduct

Ambassadors are expected to represent Cloud K9 positively at all times. Any behaviour or content that goes against our values of honesty, kindness, and respect may result in removal from the program.

Termination

Either party may end this agreement at any time by written notice. If you wish to stop participating, please let us know before accepting any new product deliveries.

Acceptance

By accepting products, rewards, or ambassador perks from Cloud K9, you confirm that you have read and agreed to these terms.



Support and Contact

We are always here to help you succeed as an ambassador. If you need extra information, images or ideas, just get in touch.

Email: ella@cloud-k9.co.uk

Website: cloud-k9.co.uk

Instagram: [@cloud_k9s](https://www.instagram.com/cloud_k9s)