

A full-page portrait of Peter McKinnon. He is sitting on a tall, thin metal stool. He is wearing a black cowboy hat, a black leather motorcycle jacket, and black leather pants. He has long, light brown hair and a beard. His hands are clasped in front of him, showing tattoos and rings. He is looking down and to his left. The background is a dark, solid color.

Influencer Report: Peter McKinnon

Introduction

Peter McKinnon is a Canadian photographer and cinematographer who has a significant presence on various online media platforms. He started his online journey with the intention of teaching people who are passionate about the art of filmmaking & photography and slowly expanded his horizons into starting his own business, as well as collaborating with major brands in the photography industry. Peter's most notable achievement was having his work featured on two special collection coins issued by the Royal Canadian Mint.

Peter established his credibility in the industry as well as in the hearts of his followers. He is internationally acclaimed and has received the "Breakout YouTuber of the Year" award in 2019 and also a Streamy award for "Cinematographer of the Year" in 2020. He also inspired many to pick up their cameras and pursue their passion.

Individual Assessment

Type of Content

Peter has a presence on YouTube, Instagram and TikTok and tailors his content based on where he's posting. He has the most content on YouTube where he regularly uploads basic camera tutorials, handy tips when using a camera, photo editing tutorials, reviewing content from his community, podcasts and also vlogs. On Instagram, he posts the most amazing photographs that he's taken and also reels that are quick tips and tricks, tutorials and also cinematic shots. On TikTok, he posts content similar to that you can find in his reels.

Followers

Peter has 5.8 million followers on YouTube, 3.2 million on Instagram and 247,000 on TikTok. His followers include people from the media industry, photographers, filmmakers, photography hobbyists and also aspiring content creators.

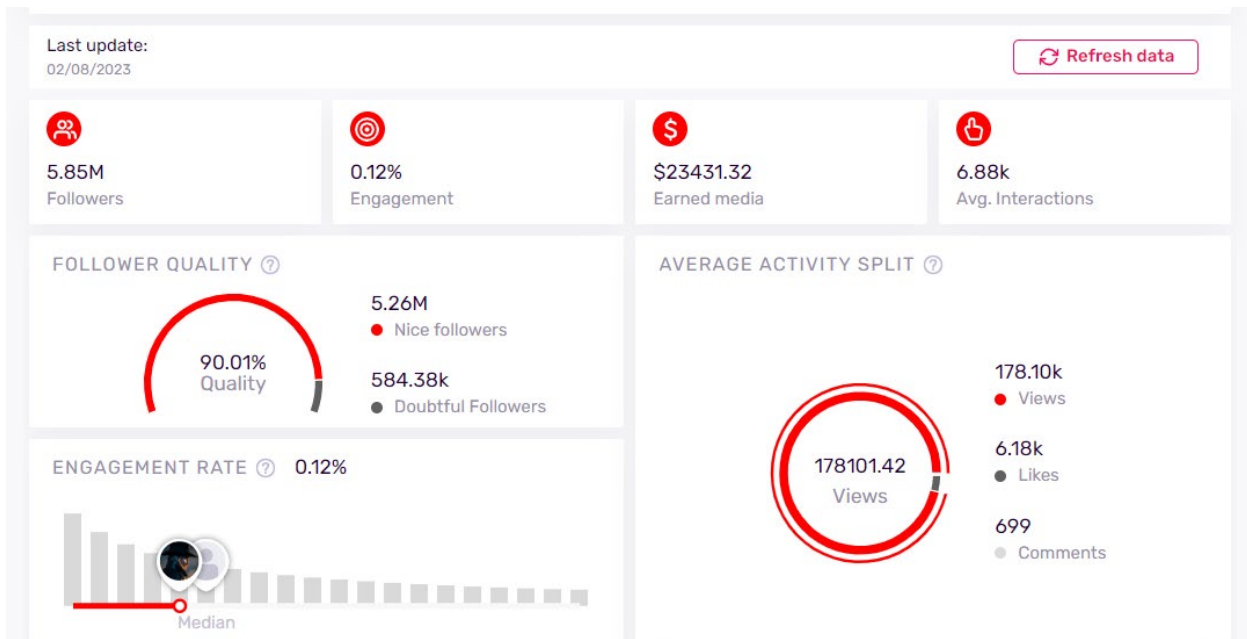
Social Media Analysis

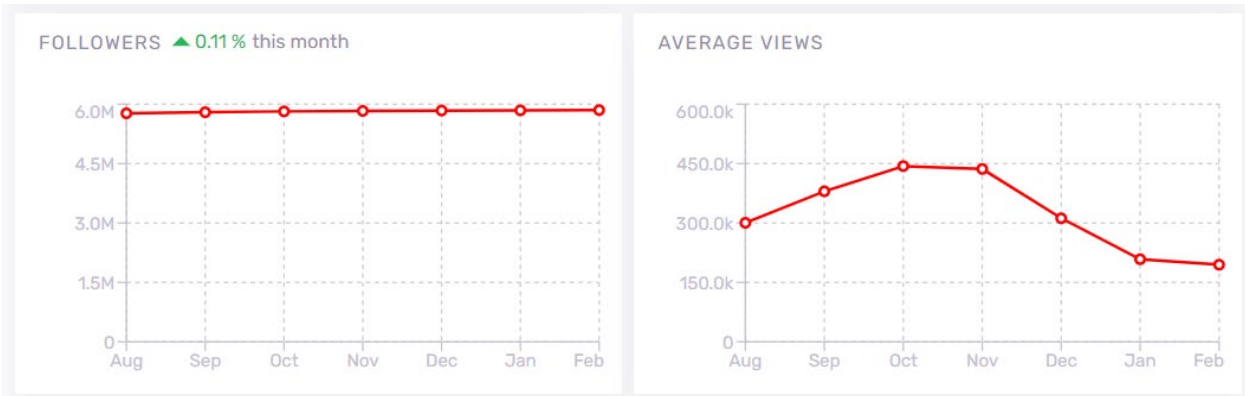
YouTube

Peter's content is most effective on YouTube, where he mainly posts. His audience has been steadily increasing but at a slow pace since last year at a rate of 0.11 per cent every month. He has a mostly male audience and the country where most his views come from is the US. Surprisingly, only 3.5 per cent of his audience is from Canada. After the US, his audience are mostly from India and the UK with 8.7 per cent and 6.1 per cent respectively. The age of most of his audience ranges from 18 to 34, which is the age when most people try following their hobbies and discovering what they like.



His average monthly views dropped from 443,000 in Oct. 2022 to 194,000 in Feb. 2023. He gets an average interaction rate of 6,800 which includes an average of 6,200 likes and 700 comments per video.

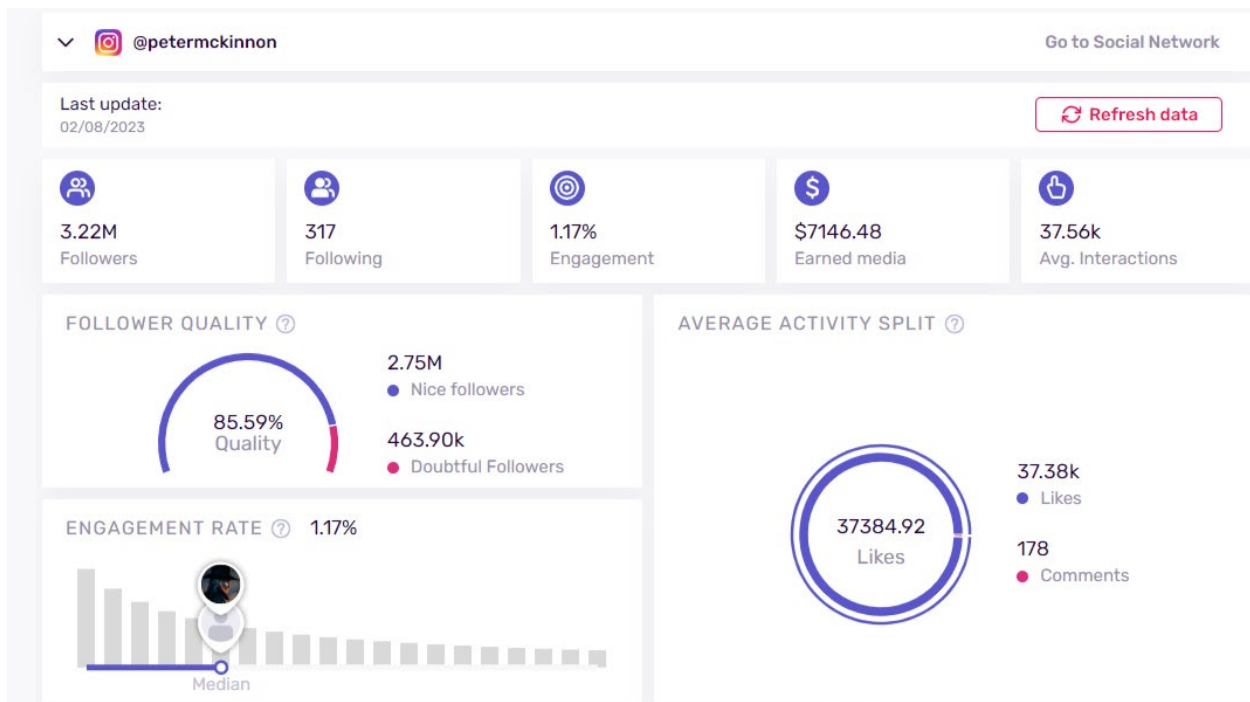




The drop in his engagement on YouTube is rather surprising because Peter posts top notch quality videos so, a quality issue is out of the question. My take on this is that his market has become saturated because he already caters to a very niche audience of photography and filmmaking lovers. Peter has possibly already reached a level of audience that is commendable for anyone in this field so a drop in his engagement doesn't necessarily indicate a problem.

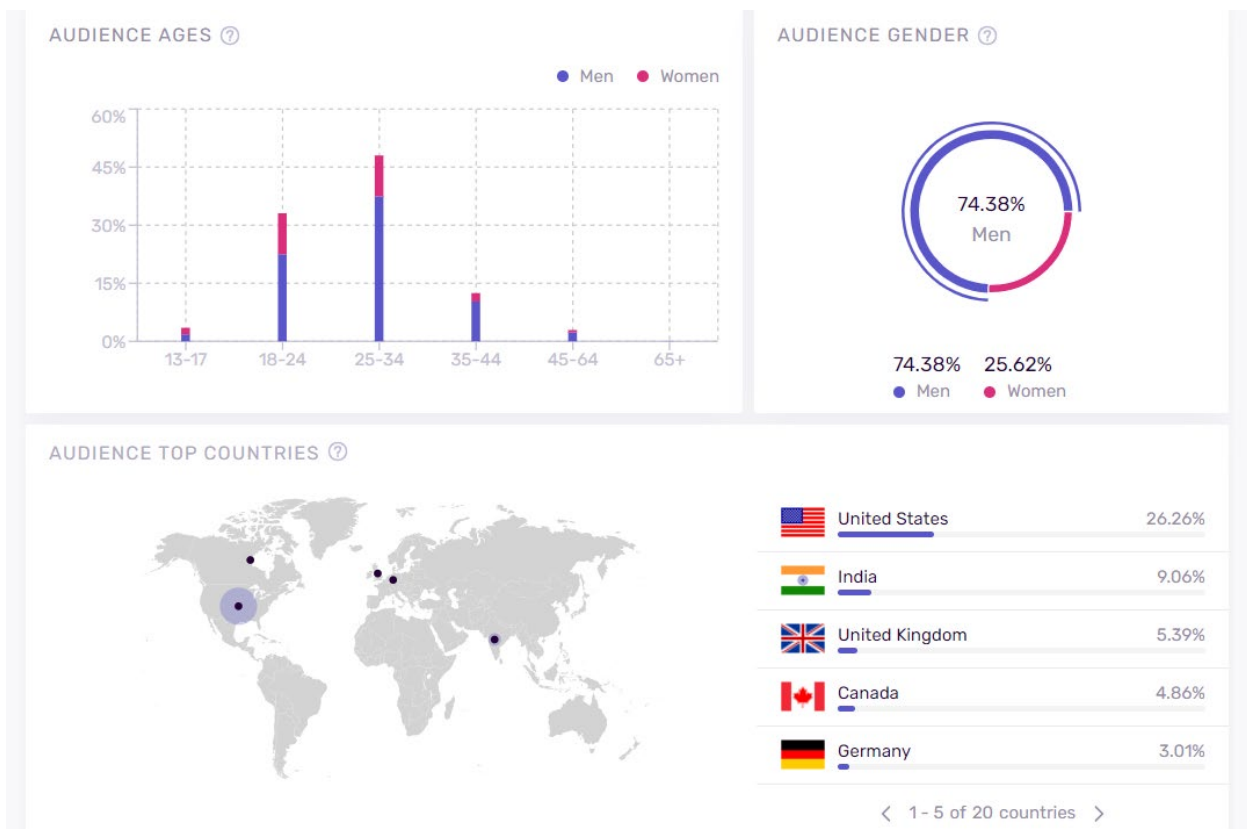
Instagram

Peter's presence on Instagram has been growing similarly to that of YouTube but has slightly dipped in Feb. 2023 by 0.01 per cent. The audience demographics for his Instagram account are similar to that of YouTube; mostly male following, from the US. The age range for his Instagram following is similar, between the ages of 18 and 34.





His average engagement per post is 37.5k which includes an average of 37.3k likes and 178 comments.



Platform Assessment

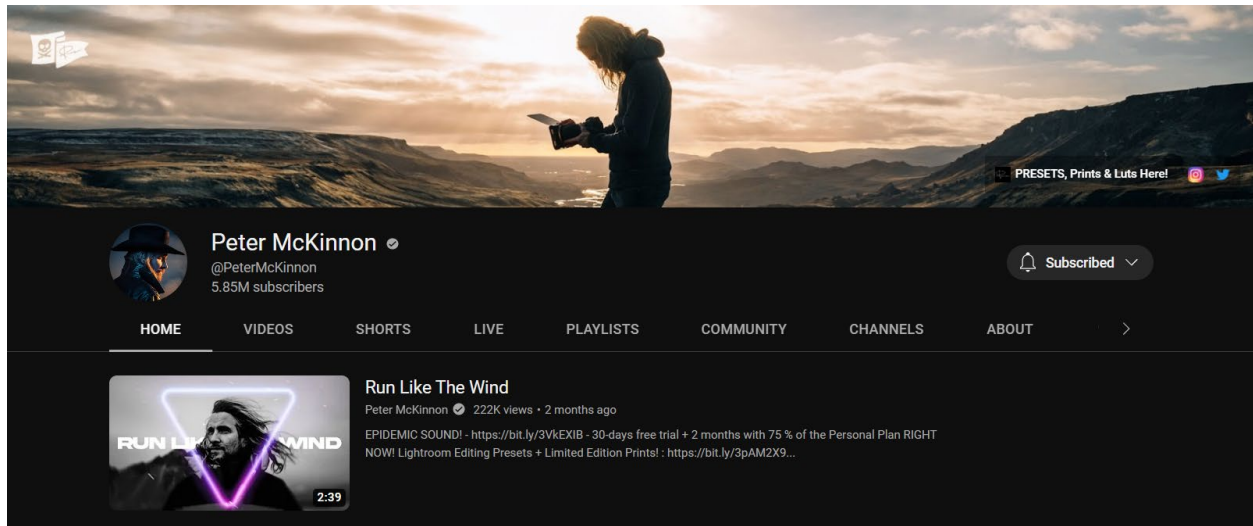
Peter is most effective on two platforms, YouTube and Instagram. Since Peter is a visual storyteller, both these platforms allow his content to be powerful and engaging. On Instagram, he posts his own images and shares with us stories of what went into the pictures. On YouTube, he posts more in depth content where he posts a plethora of videos ranging from beginner tutorials on photography to documentaries.

YouTube

Peter mostly posts on YouTube where he has content that shows him travelling and taking pictures, him talking about how he's taken pictures, which provides a lot of insight into the storytelling aspect of photography. He also has a video where he talks about how he took his most famous picture, 'the bucket shot'. It's a picture of Moraine Lake in Alberta, which is the same picture of his that was printed by the Royal Canadian Mint on a special edition coin.

He's also posted a lot of beginner tutorials on how to use a camera in the early days of his channel. These videos remain relevant to this day because of the quality of these videos and also how in-depth they are.

He also has a few podcast episodes on his channel where he's invited other photographers and they discuss all things photography. He also posts videos teaching how to edit on photoshop and lightroom. He's even posted reaction videos, that give us a sneak-peek into his brain and show us how he thinks critically. He also has a mini-series called the 'Two Minute Tuesday', where the challenge is for him to give us helpful tutorials in under two minutes.



Instagram

Peter generally posts pictures that he's taken on his Instagram. He also color grades all his images according to season, so when you're scrolling through his Instagram feed, you will notice that the images gradually change color depending on when they were posted. If they were posted in summer, the images look warmer but if it's during the fall or winter, they slowly start turning grey and cold.

He also posts brand collaborations with companies like Canon, Nomatic and Polar Pro. Peter McKinnon has been an ambassador for the camera brand 'Canon' for years. Canon cameras are his go to, and he's had a lot of experience with their cameras.



Not only does he collaborate with camera companies, but he also collaborates with companies that manufacture camera peripherals and gear like ND filters and camera bags. Polar Pro, one of the most popular ND filter manufacturers collaborated with Peter and featured a Peter McKinnon themed ND filter that is still available for purchase. Nomatic, a popular bags and accessories brand has also collaborated with Peter and launched exclusive bags and other accessories.

He has also collaborated with lifestyle brands because of how he shows his other interests on his YouTube channel such as coffee, jewelry, playing cards, leather products such as wallets and also pocket knives. He also has his own brand called 'Pete's Pirate Life' that sells some of these products in a 'limited edition drop' format.

He regularly posts reels on his Instagram which are similar to the 'Two Minute Tuesday' format.

Business Assessment

Reasons for collaborating with Peter McKinnon

From teaching them photography to recommending products to step up their quality of photography, Peter has a great influence on his followers. Any business that plans to increase their reach or to gain popularity among a photography or filmmaking fanbase through influencer partnerships would greatly benefit them because of Peter's international acclaim.

Peter also has product reviews that relate to the photography industry, so people who follow him genuinely listen to his input because of his in-depth analysis of pros and cons of products and also how they perform under certain scenarios. This would make Peter the perfect person to promote products that are camera related.

Sigma

Sigma is a Japanese brand that is known for their camera lenses though they also manufacture cameras. Sigma lenses are known in the photography community as one of the best, because of the quality of materials and the creativity that goes into making these lenses. They also have art lenses which modify the output of the image, making them look more aesthetic and appealing to the eye.

Peter McKinnon is known for both photography and cinematography, which would make him the ideal person for collaborating with Sigma and promoting their lenses. Peter is already the ambassador for Canon who are known for their outstanding cameras.

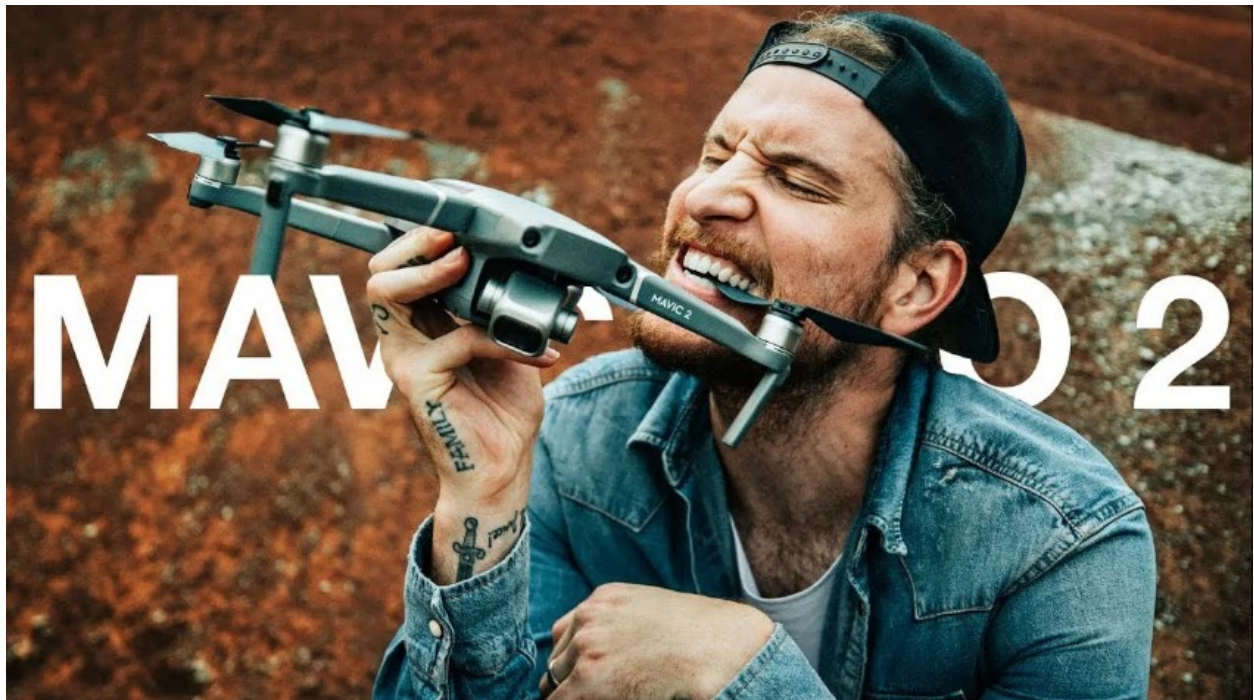
Peter has recently started working more towards making documentaries, which usually have a lot of storytelling. By working with him, Sigma could promote their variety of lenses through these documentaries, each of which can be used in different scenarios. People would see what Sigma is truly capable of through a film. They have art lenses, contemporary lenses and also sports lenses.

Peter's audience will definitely support the brand and purchase lenses once they know what Sigma lenses can do. They would be thrilled to use the lenses to give their images the desired effect, in turn elevating how their images look. This would also boost the visibility of some of Peter's audience who are aspiring photographers and filmmakers.

DJI

DJI is a Chinese brand that manufactures stabilizers, gimbals, camera drones and also action cameras. DJI mainly caters to the prosumer market, helping the average person get more stable shots from their cameras and also inexpensive drones for those who can't afford to spend a fortune on one.

DJI makes quality products and that is reflected when you use one. Peter already uses some of DJI's offerings such as their drones and stabilizers. His content isn't focused on drones but could add a fresh element into his content.



DJI would benefit from this partnership because as a storyteller, Peter can show his audience how to use drones in order to elevate their images and also videos. Peter would be able to bring in a whole new set of customers for the brand if this collaboration were to happen. Most people are interested in flying a

drone and experiment with different footage because drones are still fairly uncommon and we're all curious about them.

Conclusion

Peter McKinnon is known for his creativity, charisma and years of experience. He has surely earned all his audience because he inspires people to pick up a camera and also guides them through the process.

Peter always says that he learns more about the art himself when he makes videos and other content.



The 'Bucket Shot' featured on a Canadian coin

Resources

<https://www.petermckinnon.com/>

<https://www.youtube.com/@PeterMcKinnon>

<https://www.instagram.com/petermckinnon/?hl=en>

<https://www.mint.ca/en/blog/peter-mckinnon-brings-canadas-beauty-to-the-world-in-this-stunning-2-coin-series>

<https://www.dji.com/ca>

<https://www.sigmacanada.ca/>

<https://influencity.com/>